

# VARIETY

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## NETWORKS' \$42,500,000

### 'Going H'wood' In the Discard; Broad A'ing It

Hollywood, Dec. 17. 'Going Hollywood' is strictly in the discard. Those of the picture mob, trying to be different, are now 'Going British.' It's a pickup from the English colony and it's a headache for the regulars. Hollywood was a flock of authentic Brits, but the would-be mob, proficient in raising eyebrows without having seen farther east than Canaris, are beginning to give out broad a's. Phoney British accents around the brown Derby are thicker than the (Continued on page 57)

### a. State Prison's Show with Mostly 'Holdover' Players

Fort Madison, Ia., Dec. 17. Thousands hereabouts have applied for reserved and other admission tickets to the 'Frisols of 1934,' to be staged by termers at the Iowa State pen during the latter part of the month, three performances to be on. Prison's first show was staged at January. Its success being such that it was made an annual event, a cast working all year on production and staging. Cast of last year will practically intact, most of them, being under long contracts. The same is true of ushers, stage crew and those in charge of writing and reading the show. There will be a 50-minute of minor first part and a six-act bill of uduville. According to prison officials the innovation has more than stilled its introduction, giving the em something to work on and look forward to for the entire year.

### Sponsor for Bible?

Chicago, Dec. 17. Both National and Columbia webs are out in the field angling for the w. Montgomery Ward program which will start shortly after the start of the year. NBC has a program already auditioned and platfized, while CBS is busily auditioning. CBS presentation for the Montgomery Ward account is called 'The King Bible' and is set up so as to hit three periods every Sunday morning, going on the air for 15 minutes at 9 a.m., 10 a.m. and 11 a.m. NBC also has a biblical yarn fling for the company, show titled 'Son of Jesse.' Lord & Taylor agency is handling the ac-

### No Comparison

Sally Rand at the Paradise restaurant, New York, does her balloon dance behind a specially constructed screen. That's to prevent playful firemen from Paducah trying to get a lighted cigar near the balloon, which is her principal garment. That makes Sally Rand the first act to work behind a screen since the Cherry Sisters.

### ELMER RICE ON REBOUND

Reported around Broadway that Elmer Rice is all set to join hands with the Group Theatre, doing all future production with them and taking an active part in the company's entire production setup as a member. Rice recently announced that he was through with the 'commercial theatre,' but understanding is that he doesn't consider the Group Theatre as a commercial organization. Group is moving its production of 'Gold Eagle Guy' into the Belasco next week, which theatre is being rented them by Mrs. Elmer Rice, who owns it. Rice himself says nothing to it, he's just going to rent his house. But friends here think say he may suddenly change his mind.

Jean Acker, Pic Extra  
Hollywood, Dec. 17. Jean Acker, first wife of Rudolph Valentino, has returned to films. She played an extra in Columbia's 'Once a Gentleman.'

## \$1 A DRINK, \$3 A PACK OF CIGS, AND NO TOURISTS, KILLS NAZI NITE LIFE

Berlin, Dec. 8.

This once gay town's niteries have the gold standard blues because foreigners are: (a) not flocking in droves to Germany, and (b) if they do come they bring a shirt and a ten-dollar note, and the shirt is the only thing they change. Reason is the mark is too high for the foreigner's blood unless provided with cheaper register marks before entering the country. Niteries were getting along in good shape until a wave of frantic buying of commodities set in. Then the coin went to the stores and not the giggly water spots. Never having been a cheap town, Berlin is more expensive to lay than any time since the inflation. Better class night spots continue to get some play, but there isn't any cork-popping to speak of.

### WEBS PROSPER, BUT WAX DOWN

Exclusive Representation Has Discouraged Idea Creation and Spot Broadcasting Count Contrasts with Network Boom

8% OVER 1932

NBC and Columbia will wind up 1934 with a combined gross of approximately \$42,500,000 from the sale of network time. In 1933 the webs between them did \$31,500,000 and in 1932, \$39,500,000. The joint 1934 figures represent a boost of 35% over the tally for 1933 and 8% over the income for 1932, network broadcasting's previous record year. While 1934 saw the webs staging a hefty comeback to prosperity, the trend for national spot advertising, spot business has been about 20% off as compared to 1933. Spot broadcasting has not suffered from a sparsity of accounts. To the contrary, this season has seen more national advertisers tied up with spot broadcasting than ever before. Where the rub lies is the fact that the numerical increase has failed to make up for the loss of the big spot spending of 1933. This season has seen a Life Saver, Beech-Nut Packing 'Chandu,' no Toddy 'Tarzan of the (Continued on page 62)

### Insurance

London, Dec. 17. Hugo Stinckel, who played the male lead opposite Elisabeth Bergner in 'Escape Me Never,' and who is duplicating the role in the filmization, is awaiting the arrival of the story at his home. His wife is Valerie Taylor. Couple has taken out insurance against twins.

### JOE BREEN HAS OFFER FROM U

Hollywood, Dec. 17. Joe Breen, flimdom's censor on production, is mulling an offer from Carl Laemmle, Sr., to head Universal's story department. Breen is said to be interested and will make a decision in a few days. His move from the Hays organization would be opposed because producers for his work is not yet finished, but Breen's story judgment during the church crisis is presumed to have made him a welcome addition to any studio. Belief that Breen will stick with the Hays office's a bit longer, although the U offer is reported very flattering.

### Moving Bill

Hollywood, Dec. 17. Cost of bringing the Marion Davies bungalow from Metro to its foundation at Warners totaled \$27,000. Another \$15,000 will be necessary to get the building back together again and redecorate it.

### Mex. Reform Wave May Shutter All Gambling Spots

Mexico City, Dec. 17. All signs point to the elimination of the Foreign Club, gay spot that was opened just outside the city limits last summer by Mexican and American interests, and the Casino de la Selva in Cuernavaca, about 90 miles from here, as gambling piteches. Both resorts were closed suddenly by orders of President Cardenas. Action, it is reported, will be extended to all gambling places throughout Mexico in another reform wave the new administration is furthering. Government has mixed pleas of ex-Foreign Club employees, about (Continued on page 56)

### B'way Sees Big New Year's Eve; \$25 Per Stuff Out This Yr.

New Year's eve reservations are coming in rather slowly, but everybody expects a bull market in New York. To encourage the goer-outers there'll be none of that \$15 and \$25 a head stuff this year. Top is \$10 a person for supper and favors. No mineral waters, ginger ale or other mixers being ballyhooed, although bottled table waters will be supplied, but the idea is to discourage any hip-toting of hard stuff and to encourage the wine card. As a gentle hint some of the spots in the \$15-a-couple-and-up class will donate a bottle of wine on the house for each two reservations just to cue 'em into sticking to the vineyard.

Hollywood, Dec. 17. No frowns or sour pans around the hotels or night clubs over the coming New Year's festivities. For the first time in four years, all spots report reservations that indicate capacity business.

### 25 Singing Clerks

Cincinnati, Dec. 17. Departure in local department store advertising by Mabley & Carey in hitting the air over WSAI with morning choral blasts by 25 of its employees during Christmas shopping period. Shots are from 3:15 to 8:30. Massed singing sandwiched with solos and mixed trios and quartets. Christmas carols exclusively. Combed directed by Richard Sluke, of sponsor's staff. During the day small groups of the singers went their way through various departments of the store and do their stuff to pep buying.

### Still Alarm Fire

Burlington, Vt., Dec. 17. Firemen were nonplussed while engaged in extinguishing a fire in the plant of a local radio station. They were told by chief announcer that vibration from fire pumps was disturbing the program. Announcer insisted that regardless of fire they shouldn't ruin his broadcast.

Any kind of bird to go with any kind of a bottle sets the customer back from \$5 to \$7.50, and the bottle is extra. Tickets for a show average \$8 a pair. Taxis another \$4, dinner (dry cover) at least \$8, and the wine... well, that's just an idea. Hotcha spots like Ciro's, Quartier Latin, the Eden, Adlon or Esplanade bars tend the b.r. plenty. The Kakadu is another one of the same of which agent so "intimate" neither are they reasonable. Suckers seldom come to the smaller joints these days and when they do it's a case of 'company girls' and everyone in on the moon. Amer- (Continued on page 55)

## Parent-Teachers Glib in Criticism But Slow on Constructive Action, KSTP Director Tells Listeners

St. Paul, Dec. 17.

Kids wake up in their sleep trying to sidestep that withering death ray. They sneak deeper under their covers to escape some radio meanie's blue-stel scimitar.

It's been going on for months, this sort of thing, and the end is not yet. But Thomas Dunning, KSTP educational director and Uncle Tom of that station's Children's Hour, proposes to do something about it. And how.

It all came to a head when the Minneapolis Parent-Teacher Assn. recently joined in a campaign of protest against children's programs, sending resolutions to all northwest radio stations.

Rishworth promptly took up the outgates and for the first time in the six years he's been conducting the KSTP Children's Hour, became a bit wrathful on the air. For 10 minutes during the hour on Monday (10) he minced no words. In substance, it was "you and me up."

He invited all parents who objected to kid's programs to cut out the side-stepping, stop gabbing and DO something—or turn off their radios. Encouraged Minnesota PTA's for insincerity, and ambiguity, and claimed their attitude manifestly unjust if every member of various groups was not represented at meetings which adopted resolutions.

Rishworth also hit into T. F. Giddings, supervisor of musical education for Minneapolis schools, for being opposed to "one of the best educational programs for children now on the air, NBC's Walter Damrosch Music Appreciation Hour."

Rishworth revealed that while opposed to the program, Giddings at the same time is a member of its advisory board.

Rishworth's spirited stand had two immediate and direct results: a flood of letters and phone calls supporting him and an invitation from the Minneapolis PTA council to conduct a symposium on children's programs at one of the Minneapolis schools.

Meeting was called for tomorrow (18), with audience composed of two representatives of every Minneapolis PTA group. On the platform with Rishworth will be representatives from the following organizations: Minnesota Educational Assn., University of Minnesota, Minnesota Federation of Women's Clubs, Campfire Girls, Boy Scouts.

With kids throughout the country missing their meals and doing a slide down the health-charts as a result, simply because they can't

### Skeptical Mags

Periodical publishers, notably Hearst, Scribner, Doubleday and Crowell, are surveying the public for sponsor identification on radio programs. Understood the undercover objective of the glazed paper boys is to lay the facts thus adduced in juxtaposition with facts previously gathered for the publishers on advertising identification of copy published in magazines. It is the thought of the publishers that their findings will reveal a situation favorable to them.

Clark-Hooper is making the survey for the periodicals.

### CROSSLEY REPORT TO ASSUME NEW FORM

Subscribers to the Co-operative Analysis of Broadcasting, otherwise known as the Crossley Reports, will get a better idea of how their programs are faring as compared to other shows using the same span of time when the next set of popularity ratings is released. Documenting of the period poll results is being revised so that the hour, half-hour and quarter-hour shows are each grouped as to time units. There will also be an average rating for each time class.

By separating the programs according to the segment of the clock and listing them in groups it is figured that the sponsor and agency will obtain a better interpretation of their program's relative standing. Instead of comparing the rating of a quarter-hour show with that of an hour's stanza these concerned will measure the status of a quarter-hour affair by the average percentage prevailing for the quarter-hour class.

New form of the Crossley Reports will also indicate what the changes in average percentages have been for each class of time unit for the two previous two releases.

wait-to-hear-when-and-where-the corpse will turn up, or who did the counterfeiting, slugged the mortgage-ridden widow or robbed poor Mr. Zilch, the present picture is admittedly acute. Blood-and-thunder, mad-roving, hair-raising, nerve-riveting radio programs designed for children's consumption have left the kiddies with a bad case of jitters.

### SECOND RADIO PRIEST

Father Cox of Pittsburgh On CBS From KGV

Two Pittsburgh programs will go over the ABS network for the first time on Dec. 23. Both from station KGV. First is the new Father Cox hour, which is to present some militant political and timely surveys. Priest cannot solicit funds over the air, it is understood. On from 8:15 to 8:45 o'clock.

Next in order will be Will Ry-shanek's music from Hotel Schenley.

## Lasker Back as L. & T. Prexy as R. Sollitt Quits

Chicago, Dec. 17.

Ralph Sollitt has resigned as president of Lord & Thomas, effective immediately. Sollitt's resignation breaks an association with this agency since 1923 and removes a president who has been in the chair since 1931. A. D. Lasker returns to active presidency of the organization and Sollitt will continue on the directorial board.

Other elections last week in the agency named Don Francisco as executive vice-president resident in Los Angeles. In New York among the top men in the agency will be Sheldon Coons and Steve Hannigan, among others, while here in Chicago Ralph Adams is nominating as head of the local office with David Noyes and Stewart Sherman in high executive positions.

### WHN, NEW YORK, WIRE TO FLORIDA FIGHT

Benny Leonard will broadcast again for Truly Warner firm from Miami during winter WHN, New York. Said to be the longest single wired remote job on record. Leonard has regular weekly series over station covering mat fustees at St. Nicholas arena on Mondays and Saturdays.

Period will cover from eight to twelve weeks, with former champ hopping back and forth.

## ABS Affiliates' First Get-Together Sets Rates; Cormier, Aleshire Debut

ABS rates are due for revision shortly following the one-day session held Tuesday (11) at the Waldorf-Astoria hotel, New York, in which all network affiliates came together for the first time. Albert Cormier, new vice in charge of sales and Edward Aleshire, director of sales-research and development, presented to the visitors also for first time the changed hour.

Closer co-ordination in operation discussed at length. The slashing of commercial schedule now in process to be ready for the stations within a week's time. Not all rates are to be changed, however.

Those attending meeting were: Alfred Pote and William Pote, of WMEX, Boston; William C. Cherry, Jr., president, WPRO, Providence; William J. Pope, in charge, WKBX, Waterbury; Benedict Gimbel, Jr., president, WIP, Philadelphia; Clair McCollough, president, WDEI, Wilmington; John Elmer, president, WCBM, Baltimore; H. J. Brennan, president, KGV, Pittsburgh; Robert M. Thompson, commercial manager, KGV, Pittsburgh; H. H. Howell, president, WEER, Buffalo; Roy Albertson, general manager, WEER, Buffalo; Ralph Matheson, treasurer, WHDH, Boston; Harold Smith, president, WABY, Albany; Ralph Atkins, president, WJJD, Chicago; William Clark, manager, WBB, Cincinnati; James L. Hughes, general manager, WHBP, Rock Island, and L. A. Benson, president, WIL, St. Louis.

## Ad Agency Will Tell

System devised by the research department of Young & Rubicam for determining the value of each radio station according to listener response can, if adopted by the advertising trade in general, force a complete readjustment of rates in the broadcasting industry. Copies of the mass of charts developed by the probe have been turned over to Professor H. S. Hastings, who recently took a year's leave of absence from the University of Pennsylvania, to make a study of the relation between station coverage and cost to the advertiser for the National Association of Broadcasters.

Dr. George Gallup, who, as director of research for Young & Rubicam, charted and directed all angles of the agency, describes his as a simple way of determining station coverage, even though it is still in the experimental stage. The method relies wholly on two sets of figures. One is the census of sets in each station's primary and secondary areas and the other is the results by a breakdown by primary and secondary areas of the mail received from an inquiry. Involved in the system are two equations, one dealing with the value per listening unit of the station's city coverage and the other with the like value for the coverage outside the city. On one side of the multiple mark in each equation is the number of sets over the number of responses and on the other the ratio of the number of responses to the sets in the area over the figure 'X' which represents the unknown value per listening unit of the station.

Dr. Gallup avers that in some of the spots probed the local stations were charging anywhere from 10 to 20 times more for per listener than outlets in other sections of the country. The chartings, he said, showed that an appreciable number of the country's stations carried rates that were beyond the range of the other outlets were selling their facilities at excessively low levels.

Networks are reported alarmed and resentful at the efforts of agency to work out a method of cost-appraisal. One executive has stated if the movement should spread, the networks would combat the imposition of outside criteria.

### NRA HEARS BUFFALO PANELMEN DISPUTE

Buffalo, Dec. 17.

Operators strike at WEER (Howell Broadcasting Company) was settled after labor differences with the station already had been aired before the NRA Adjustment Bureau.

Two operators who had been discharged were re-employed, although one resigned immediately after having been reinstated. Prior to the NRA hearing the station headquarters had been picketed by the operators.

### McKee on Coast

Los Angeles, Dec. 17.

J. H. McKee, of Cecil, Warwick & Cecil, is due here this week to start the Grace Moore programs for Victor over NBC. Expected to be on the Coast a month.

No date set for the beginning of the program, but likely start early in the new year.

## Telephone Co. Raps Station Before FCC

Washington, Pa., Dec. 17.

Granting of a license renewal for WNBC there is being held up by the Federal Communications Commission pending the receipt of its examiner's report on the case. Among those who opposed the station's renewal application during the hearing before Examiner Ralph L. Walker was the local telephone company. Latter accused the outlet of circumventing the cost of a special telephone hookup for a football broadcast by making routine long-distance calls from a point 25 miles away from Washington.

Phone company cited other instances of alleged similar practices and averred that its contract for local exchange service was confined to personal and business calls, not for the transmission of remote point broadcasts.

## COMPLAINED OF HOURS; AS EXECS IT'S WORSE

Philadelphia, Dec. 17.

Murray Hold and John Hayes, a duo of WIP ex-spies who have been upped to publicity and programming respectively, were the studio's constant squawkers ament night announcing.

Boys find that their new chores bring them in at seven in the dawn for a short stay until midnight or so.

### Life Savers Goes Web

Life Savers, once a major spender in the spot broadcast field, goes CBS January 7 with a 15-minute patter act, Vivian and Her Life Saver, over 38 stations. Candy account will use vending spots on both the Monday and Wednesday schedules.

Topping & Lloyd, Inc., is the agency.

### Bernie Bierman's Acct.

St. Paul, Dec. 17.

Bernie Bierman, coach of the champion Minnesota eleven, starts airing for General Mills every Monday from 9:30-9:45 P. M., beginning Dec. 24.

Will be interviewed by Halsey Hall, Minneapolis, for the lighter entertainment. Signed for 13 weeks. McCord Co. agent.

## Christmas Gift

Station Managers Will Find a Year's Subscription to VARIETY, the only critical medium in Broadcasting, an Appreciated Gift by Station Employes or Business Associates. Packed with News and Ideas—An Investment in Source Material.

SUBSCRIPTION—\$6 ANNUALLY

FOREIGN \$1 ADDITIONAL

(ORDER BLANK)

VARIETY

154 West 46th Street  
New York City

I wish to send VARIETY for one year as a Christmas Gift to—

Enclosed please find check for ..... Dollars in payment.  
(Signed)

### ROCHESTER STUNNED

Pure Oil's Tense Plugs Delights Station

Rochester, Dec. 17.

Pure Oil Company of Rochester is astounded the radio trade by advertising the brevity of ballyhoo in its new program of 16 male voices over WHBC. At the opening broadcast Sunday, Dec. 9, the announcer said: "Pure Oil Company, makers of etc. (listing products) presents—"

Next day the company called the station and complained, "Too commercial. It's too good a program to clutter up with advertising. Make the opening, 'Pure Oil Company presents—'"

Other announcements also were out so that no more than 20 words of advertising were given for 15-minute program; a new attitude in this city, where the stations have to use pressure to keep advertisers from usurping the programs.

WHBC is surprised and delighted.

### WJW, Akron, Joins ABS

WJW, Akron, is latest station to join ABS network. Members of the firm are: William T. Jones, Samuel Townsend and John F. Welmer. Went into effect Saturday (15).

# RISE OF PROPAGANDA ISSUE

## INDIRECT RAP AT TRANS-RADIO

**Hanson's Veiled Attack May Open Press-Radio Question Again—Expect Fed'll Move to Curb Paper-Station Tieups**

### PUBS WORRIED

Uneasiness caused among the newspaper press associations the past several months over the strides made by the Transradio Press Service was brought out into the open last week when Elisha Hanson, counsel for the American Newspaper Publishers' Association, in a radio address accorded Transradio's affiliation with Haves, the French subsidized news agency, Herbert Moore, president of the association, in a letter addressed to M. H. Aylesworth last Friday (14) demanded that he be granted the same NBC facilities in which to answer Hanson's charges.

Hanson charged in his talk over a WJZ hookup Wednesday night (12) that foreign radio stations under government control are attempting to spread propaganda in this country. Without mentioning Transradio by name Hanson declared that recently a French government subsidized news agency established contact with an American group for the purpose of broadcasting foreign news reports in the United States.

"The question," continued Hanson, "should be asked by any American listener: Why should this be when the impartial, unbiased, uncolored and authentic news reports of the four great press associations have been made available to all American citizens through the Press-Radio Bureau. If any agency subsidized by the French government could outline—American broadcast facilities, then there is no reason why other agencies—those serving Mussolini, Hitler, Stalin, or any other dictator—may not do the same."

Moore's answer to Hanson's remarks is that his organization is operating along the same lines as the Associated Press. Although both are allied with the semi-official news agencies of France, England, Italy, Germany, Russia, and Germany, they each have correspondents established in the important capitals of Europe whose function it is to get the American slant on events and to provide aid in filtering the news at this end.

Moore avers that he is aware of the fact that the Press-Radio Bureau has been transcribing Transradio news broadcasts on aluminum with the object of culling them for propaganda news items. Moore regards the tenor of Hanson's speech as revealing a desperate move to keep the press associations in line.

Recent reports in newspaper circles have had it that Carl Bickel, head of the United Press, is anxious to resume for his service the radio sidekick which he has abandoned when his organization became a party to the press-radio pact. Bickel has given considerable study to the development of Transradio. Bickel appeared to have been carrying Moore's answer to Hanson.

On Friday Moore sent a message over the teletype to his station subscribers. Except for the following:

"Heartily approve of the stand against foreign propaganda in the United States, as voiced by Elisha Hanson, general counsel for the American Newspaper Publishers' Association, was expressed today by Herbert Moore, president of Transradio Press Service and the Radio Press Association.

"Transradio's foreign correspondents, American born or American trained, today stand guard against propaganda in all major world capitals and—provide the American people with the unbiased, uncolored, non-partisan news which

### EPILOGOS

**Danny Malone Back in England—Gardel Off Air**

Danny Malone Irish tenor imported by NBC some months ago is now back in England. Singer whose entry into the states was ballyhooed—knot by knot in mid-ocean, had a short fling at the U.S. air waves and then faded.

Next his voice was heard with the Abbey Theatre Players in one of their quaint productions. Then after some Decca recordings he sailed back to England. Variety and BBC dates on the other side, including a tour of Scotland. He may return later for another try.

Carlos Gardel, South American sizzler is another foreign voice imported at great expense by NBC. He too is leaving Broadway on the phone. Hollywood is his new address where he is making Spanish films.

In both cases the publicity department went to work out thinking up tags and choice phrases for the imitations.

the vast social responsibility of radio demands for America's immense radio audience. It carries on the splendid newspaper tradition of America by purchasing any supplementary news it needs from the same foreign press associations which have been long and ably supplied with the great newspaper press services.

Washington, Dec. 17.—Federal moves to curb tie-ups between broadcasters and newspapers is in prospect as consequence of steady invasion of radio field by press throughout the country. First blow in impending warfare was struck last week by Representative Emanuel Celler of Brooklyn, who appeared before Federal Communications Commission in opposition to application of the Brooklyn Eagle for permission to operate on the 1.4-0-k.c. frequency now shared by four small Brooklyn transmitters.

Threatening to ask Congress to enact appropriate legislation, Celler bluntly registered his opposition to press ownership of broadcast facilities and called for competition between two agencies.

I am opposed to any newspaper owning and operating a station, Representative Celler said. It is a matter that is fraught with a great deal of danger, especially in these perilous times when the greatest freedom should be given to the dissemination of news.

There should be as many owners of radio facilities and newspapers as possible so that there cannot be any combination of wealth and power that type of domination. Newspapers should stick to their own knitting. They should not own and operate stations, and I would be for legislation which would separate them.

Possibility of Congressional action is not to be laughed at, according to local indications, since organized labor is taking an interest in the increasingly frequent tie-ups and is likely to ask Congress to take steps to preserve competition. A recent reduction of Labor leaders fear the continued invasion of broadcasting industry by publishers will eventually penalize workers or place further obstacles in the way of unionization of station workers. Inter-union Brotherhood of Electrical Workers recently called attention to the number of assignments of licenses to press groups and extent of radio ownership or operation of transmitters.

Press-radio war is expected to break out on another front here as the winter as consequence of the growing importance of Transradio Press Service. While no move has been made by radio news collectors to force the issue, it is in evidence that before the winter ends a show-down must occur on the question of admitting Transradio legions to Capital press galleries.

Any overt row over this matter is bound to hit the lid off the whole of radio-press controversy and throw the entire subject open for further discussion. Broadcasters here feel that radio must obtain a better break-in the news field, but publishers on the whole are determined to keep other industry in check.

## ASCAP NOT DISCUSSED AT N. A. B. DIRECTORATE'S QUARTERLY CONFAB

### Odd Commercial

Hookup between Hal Kemp and the King Feature Service is the first of its kind involving a dance comic, a hotel and a group of syndicated columnists and cartoon strip names.

Series of sustaining pickups from the Pennsylvania, Kemp's current stand, starting this Thursday (20) will have the band leader interviewing Bing Crosby, Milt Gross, Robert L. Ripley, Jack Lait, James Aswell, George McManus, Otto Segov and Fumella Wood.

## \$250,000 FOR HOLLYWOOD STUDIO

Hollywood, Dec. 17.

Don Gilman, const. v.p. of NBC, and O. B. Hanson, chief engineer, have been here a week looking for a suitable location for new chain headquarters here. Execs have so far failed to find what they need. Plan is to get a building already erected which can be revamped but so far have drawn a blank.

Report is that the chain is willing to spend up to \$250,000 for new facilities, and will build if necessary. New quarters are to take the place of the present offices and transmitting rooms on the RKO lot.

### Feldman, WNEW V-P

Robert Feldman is slated to get a vice-presidency at station WNEW, New York. WNEW's only other v.p. is Dick O'Day. Milton Blow owns the station.

## Special Equipment for Stations to Broadcast Film Sound Track of Newsreels; Liquor Account

Brown, Wassy agency is developing for National Distillers a spot broadcasting campaign along institutional lines, with the program composed of newsreel clips. Tied in with the post in Pathe News, whose resources would be used for the gathering, editing and distributing of the clips for the stations on the National Distillers list. By wrapping up the ad tie-in in a program with a striking element of educational and informative interest those concerned figure that the objection of many stations to liquor business will be overcome.

Only in rare instances would the clips shipped to stations be the same as those used in Pathe newsreel releases. Plan is to have the broadcast soundtracks specially made by Pathe's regular staff and correspondence for mike release purposes. Also entailed in the proposition is the installation in each of the stations involved of special sound reproducing equipment for film. As mapped out by the agency some 40-odd stations would be included in the campaign. Over 80 outlets have already been lined up, with an effort being made to obtain choice time that is guaranteed protection against network demands.

**Hostetler Ill, Can't Attend—Next Convention in Colorado Between July 1-15—Bellows Warns of Impending Legislation in Washington**

## BILL TO TAX RADIO ADV.

Washington, Dec. 17.—Enactment of legislation imposing a Federal tax on radio advertising will be urged in the forthcoming session of Congress. While details have not been worked out, scheme under which broadcasters would make some payment to the Federal Government for their franchises is certain to be drafted and submitted for Congressional consideration. A substantial bloc of members who feel that the broadcast industry is getting a great deal for nothing is behind the idea.

One bill is being prepared by former Representative Edgar Howard of Nebraska, who forecast Saturday (15) that the measure would be introduced early in the session, which opens Jan. 3. Tax rate has not been decided but proposed tariffs run from 1% to 10%. Conflicting suggestions are under consideration, some members advocating definite fixing of the rate by Congress and others urging that the problem be left to the Federal Communications Commission.

One objective of the bill is to provide revenue with which the Federal Government might aid states in improving and maintaining educational facilities. Another idea would provide for the use of the funds derived from the advertising imposed for the maintenance and operation of educational stations by Federal agencies.

Russ Hodges has joined WJJD, Chicago, as a specialist in sports. He hails from the announcing staff of "WHBF," Rock Island-Davenport, Ia.

### MAYBELLINE TO CHICAGO

**Quits Hollywood—Star Salary Ideas Too Fancy**

Giving up the plan of spotting picture names on the weekly program, the Maybelline NBC broadcast shifts from the NBC studio here to Chicago starting next Sunday (23).

Last Coast emanation of this program was yesterday (16). High cost of film names the reason.

### Ed Petry Back in N. Y.

Edward Petry returned to his job in New York last week.

Just completed a six-week swing around the country as far west as California visiting the 33 towns he lists as station rep.

### Novelist at Young-Rubicam

Norman Klein, novelist and columnist, has left the New York Post and joined Young & Rubicam, where he will handle publicity for General Foods.

Klein's new novel, "Terror by Night" will be published by Farrar & Rinehart, Jan. 11.

Sudden illness of its counsel, Joseph A. Hostetler, prevented the directors of the National Association of Broadcasters from learning last week what concessions, if any, had been made regarding a new license contract by the American Society of Composers, Authors and Publishers. Hostetler, who since September has had several talks with E. C. Mills, ASCAP gen. mgr., on the proposition of charging radio a fee for use has been unable to make a report of these purporting to the quarterly gathering of the NAB board. Hostetler was coming in from Cleveland where he has a law office partnership with Newton D.

Meeting, which was held at the St. Regis Hotel, New York, obtained from Henry A. Bellows, former CBS v.p. and now special legislative agent for the NAB, some inside info as to what is in store for the broadcasting industry at the coming session of Congress. Bellows asserted that there was a good possibility that another drug and food bill would be introduced. This measure he said would likely turn out far more stringent than the one proposed at the last Congress. However, by Rex Tugwell, Bellows reviewed the hearings held by the Federal Communications Commission two months ago on the educational interests' demand for 35% of broadcast facilities and opined that the thing that seemed to impress the commissioners most was the plea for co-operation revealed by both sides of the issue.

### Colorado Next

Directors approved an operating budget of \$60,000 for 1945 and agreed that the next national convention was to be held in Colorado sometime between July 1 and 15. The exact dates and towns were to be determined by the executive committee.

Uniform accounting system for stations was adopted and the membership applications of KTSB, El Paso, W. D. Philadelphia; ALF, Denver, WFLX and WXXB, Kansas City, were approved. With this quintet the NAB membership stands at 376.

New committees were also appointed. Chairman of these groups are Arthur B. Church, commercial; E. M. Elkin, KDKA, Pittsburgh, tax; H. K. Carpenter, cost accounting; and Alfred J. McCosker, copyright. J. T. Ward, WLAC, Nashville, NAB prez, presided at the meeting and the others attending were C. W. Myers, KOIN, Portland; John Gillan, WOW, Omaha; Leade E. Brown, WABC, Philadelphia; Alfred J. McCosker, WOR, Newark; Harry C. Butcher, WJVS, Washington; Gordon Persons, WSFA, Montgomery, Ala.; William S. Hedges, WABC, St. Louis; WHE, Cleveland; I. R. Lounsbury, WGR-WKWB, Buffalo; Frank Russell, WRC, Washington; Arthur B. Church, KMBC, Kansas City; M. J. Thomas, Leno, WACO, Nashville; J. T. Buckwater, WGAI, Lancaster, Pa.; Stanley Ruby, bar, KSTP, Minneapolis; Howard Wheelahan, WSMB, New Orleans, and Powell Crozier, Jr., Cincinnati.

### Steve Ciser Resigns

Birmingham, Dec. 11.—Steve Ciser, manager of WSGN, resigned last week and is planning to take over the operation of six stations in North Alabama. Headquarters will be established at WJBY, Gadsden.

Don Campbell, of the business staff has been made manager, succeeding Ciser.

## Big Splurges Hearten Spot Biz; Ford Discs Go to 289 Stations

As part of its December-January campaign, the Chrysler Corp. is renewing blanket spot broadcasting contracts with some 60 stations. These blanket contracts involve the maximum number of broadcasts allowed under the station's highest discount rate and cover business turned in by any Chrysler subsidiary.

Business now being placed by Ruthruff & Ryan for Dodge for the December-January period. In 75 stations, with the contracts calling for one minute announcements on a split schedule. Distribution in this case will come to over \$15,000.

These represent the most heartening omen in spot broadcasting this season.

Most comprehensive dealer hook-up known to spot broadcasting is being undertaken by Ford Motors through the World Broadcasting System. Campaign calls for the use of 289 stations, with the car manufacturer providing the discs and the local distributors arranging for their own station time.

Stencil series, with each program running 15 minutes, are dubbings from transcripts taken of Ford Waring's network shows, and are being billed as Ford's New Car Anniversary.

## New York State Health Dramas On 16 Stations

Albany, Dec. 17. Broadcasting through the state, the New York Department of Health has what it claims to be the most extensive program of public health education ever undertaken by a governmental agency. By use of direct broadcasting and transmissions and employing dramatic form of presentation for its health messages, the department is on the air somewhere in the state every week day for a total of four hours a week. The basis of the new general program is a series of 16-minute plays which have been broadcast by WGBS for the first year under the title of "The Health Hunters".

This includes the state at large outside New York City which is outside the Department's jurisdiction.

## NBC Resumes Band Dept. With Kemp in Charge; Engels' Jan. Biz Trip

NBC Artists Service will return to the business of booking dance bands shortly after the end of the year. Harold Kemp, who was formerly in charge of the bureau's popular entertainment division, will head up the revived department. His first assistant will come from the bureau's present staff while two other aides are being brought in from the outside.

George Engels, v.p. in charge of the artists' service, figures on having the band booking thing smoothly going by the end of January. After he has disposed of this suggestion, from the recent report of Trade-Ways, Inc., Engels will move on to Chicago and Hollywood to put into effect all the Trade-Ways proposals, as has been practically done in the New York office.

NBC dropped out of the band business about three years ago after taking some hefty losses, particularly in Chicago. Before joining NBC, Kemp was general vaudeville booking mgr. for the Warner Bros. circuit.

## Hexin Folds 'Wings'

Chicago, Dec. 17. Hexin is taking its "Wings of Dawn" show off the Columbia wires with the close of this week. Lack of appropriations at the time understood as reason for the enough-off. Show is expected back after the first of the year.

## Standard Oil Giving Coast Symphonies a Nod

Los Angeles, Dec. 17. Los Angeles Philharmonic orchestra of 90 pieces will be used for two broadcasts on the Standard Oil NBC symphony program, starting Jan. 9. Here for seven weeks using Raymond Palmer's orchestra, broadcast was switched this week for three programs emanating respectively in San Francisco, Seattle and Portland, using local symphonies in each, and then returns for the local Philharmonic series.

## CHINA WANTS COFFEE SHOW

Distributors of the canned coffee in China would like recorded versions of Maxwell House Show Boat to broadcast over Chinese stations where there are appreciable English-speaking colonies. Request for the discs were received last week by Benton & Bowles, the agency responsible for the program. Mueller & Filippa, which has the China distributing franchise for Maxwell House, advised the Shanghai rep for the Conquest Alliance Co. that it would be interested in putting the product on the air. It is to be a co-production of the Show Boat broadcasts. When the Chinese home office relayed the info to B & B, the agency averred that although it hadn't made a practice of recording the shows it would see what could be done for taking care of the Chinese situation.

## Nets' Housewreckers Steam Up Heifetz; Calls Off Benefit

Declaring that he was an artist and not an auctioneer, and that the nation's wealth was not to be better than to send over men to chop holes in the walls of his Park avenue-penthouse apartment, Jascha Heifetz called off the charity broadcast which was slated to originate from his home this afternoon (Tuesday). Program was to be organized in behalf of the Musicians' Emergency Fund, with the event calling for the auctioning of mementos contributed by figures from the concert world.

Heifetz said he might have overlooked the attempt to make an auctioneer of him but that the men assigned by the web to install the pickup equipment bored holes all over the Renaissance decor of his apartment. Auctioning was to be aired over the metropolitan stations as well as NBC and Columbia.

## Mack Millar, Cabaret P.A., Publicizing WNEW

Ed Fisher, who organized the press department at WNEW, New York, when the station started a year ago, resigned Saturday (15). He is succeeded by Mack Millar, Broadway cafe p.a.

Fisher returns to United Artists, for whom he has previously worked, and goes on the road immediately ahead of the film, "Mickey Rourke".

## Dept. Store Starts

Richmond, Va., Dec. 17. Thalheimer's large department store here signed a 13 week contract with WJVA for so-called "Thursday Matinee".

Electrical and shoe departments are co-sponsoring the program which top lines Fritz Meyer orchestra with Meyer and Helen Wyatt as vocalists. Program from 4:30 to 5:30 p.m. and presents short dramatic sketch between numbers. It boasts a special "matinee item" of merchandise and is aimed at woman shoppers primarily.

## Agencies-Sponsors

Philco ordered Arm Chair Traveler program put out on disc by World Broadcasting for 50 stations. Placed through Hutchins Advertising Company.

Garrison Co. has renewed with its Monday night program on NBC's red (WEAF) link for the third year. Extension becomes effective Jan. 7 and involves 41 stations. Erwin, Wasey is the agency.

Studebaker has taken another 13 weeks on the NBC red, effective Jan. 7, for its Monday and Friday night programs with Richard Himber. Hookup concerns 31 stations. Roche, Williams & Cunningham is the agency.

Pontiac moves up to the 10 to 10:30 p.m. EST, spot on NBC's red Sundays, starting with Jan. 6, making that date also the starting point for a second 13-week run. Program uses 51 stations. Agency is MacManus-John-Adams, Inc.

Shell Eastern Petroleum has renewed for Eddie Dooley's sports splits on 23 stations over CBS Saturday night. J. Walter Thompson is the agency.

Sterling Products (Bayer's Aspirin and Phillips Dental Magnesia) has given CBS another contract for the "Laverne and Old Lace" and "Academy Award" with an extension effective Jan. 21. Agency is Blackett-Sample-Hummert, Inc.

Vick Chemical has renewed for the "Plantation Echoes" thrice weekly affair over NBC's blue (WJZ) 10 p.m. William Schallert's band stays, but a male quartet will replace Mildred Bailey. Disc versions of the program will be continued on nine supplementary stations in the south, southwest and ECOW, Honolulu. Cecil Warwick & Cecil is the agency and Jean V. Grombach, Inc., the producer.

Veneta products is arranging for a Saturday matinee program on NBC. Donahue & Coe agency.

Dr. Schell's footpads is working on something for the Mutual Network, with WOR, Newark, the originating point.

## Wax Works

Harry Earnshaw of the Earnshaw-Wax Works has been named Earnshaw Radio Productions, Inc. producing several disc programs, recording at the Freeman Lang studios, Los Angeles.

MacGregor and Selfie have made contracts with stations CIOX, CHWK, KPXI, CDAC, CIOG and CJCA in Canada.

Morlie's blossoming out still farther with its Lum and Abner show which is now on the Mutual system, covering WGN, WXYZ, WLV and WOR.

Readying to record the program for spots throughout the west and southwest.

"Beach-Nut Packing's" "Red Davis" serial returns to four stations, WJAM, WDAF, Kansas City, and WJR, Detroit. Previous local contracts prevents the inclusion of the foursome in the regular NBC hookup.

## ABS' Bridgeport Stunt

Bridgeport, Dec. 17. ABS invades Bridgeport, hitherto completely monopolized by WICC of the Yankee web, with a remote broadcast Thursday noon in aid of the world premiere of "The Mighty Barnum," opening Friday (21) at the Majestic.

Broadcast emanating from Barnum museum, reopens for the occasion after gathing dust for a long time, will present Governor Cross, Mayor McLevy and p.a. of Adelphi Mountain, the apparition in film, and who's cast on vacah. Sam Taylor, ABS film commentator, will m.a. Program was arranged by United Artists with ABS headquarters in New York. Understood to be on a good-will basis.

## New York Radio Parade

By Nellie Revell

Impresario Hanna of the Eco Crime Club broadcast is by way of being the De Milles-Stokowski radio. Using a tape overhead spots, wearing large spectacles, waving his hands and spotting places in rear of studio under weird lighting, Hanna is out-bachering Bill Bachar.

## Morpheus Wins

Phil Ducey leaving the early morning B. A. Rolfe program. His evening assignments keep him out for late while the Rolfe morning show rings him to studio too early. At present Ducey works on Philip Morris show which has a late repeat broadcast, Let's Dance, which runs until the wee hours, and Manhattan Merry-Go-Round. By the time he gets home to Larchmont he meets himself going to work.

## Discovered

Kathleen Wells, ex-vocalist with Peter Van Steeden ork, is to be next 'find' to sing on Lanny Ross' Log Cabin show at NBC. However, program will be in nature of final audition for Miss Wells. She is now being handled by NBC and Benton & Bowles; have taken option on her voice. Does she click on Log Cabin she is ready to join "Showboat" after first of year.

## Rule No. 878 Didn't Cover Crisis

Ed Wynn's son arrived at NBC last Tuesday eve telling his pet dog to pose for photos with his dad and the dog. However, service men would not obey his command to get out of the radio building. Even a frantically waving emergency pass failed to prove form for special entry of dogs and there the long arm of service stalled. Finally the photographer, a gent from NY Times, hid himself to press depot and where he wangled a photographer's pass which okayed entry of pup.

## Split-Second Stuff

Paul Whiteman ork had very bad Thursday last week. Band playing vaude which called for them to be at NBC to rehearse Kraft show at seven in morn. Then to theatre where they hibernated until nine p.m. when they "can't hear to make broadcast. Oh way downtown with police escort there was a bit of a jam with a truck, though no one was hurt.

## Fan's Fidelity

Mrs. Juliet Delmar of Long Island is a fan among fans. For the past five months she has been attending every Thursday rehearsal of Sherry boat. Just a yen to see rehearsals. Is among first in studios and last out. Coming so often of late she is never stopped by pages now and sits and chats with members of cast between numbers. On busy days she brings her bundles with her. She goes home to listen to broadcast.

## Visiting Manhattan

In town: J. T. Ward of WLAC, Nashville; S. G. Persons of WSEA, Montgomery, Ala.; C. W. Myers of KOIN, Portland, Ore.; H. K. Carpenter of WHK, Cleveland; A. B. Church of KIMC, Kansas City; Tom C. Gooch of KRLD, Dallas; Jerry Bock, chief of KMOK, Chicago; Rogers of CFRB, Toronto; Mr. and Mrs. Edgar Wolf of WJNB, Columbus; T. W. Symons, Jr. of KPFT, Spokane; Harry Butler of CBS, Washington; Messrs. Winger and Thomas of WJOD, Chattanooga; Tenn and Carl H. McKenzie of WLWV, Erie, Pa.

## Short Shots

Rosalind Green, speaking voice of Showboat's Mary Lou, will be the announcer and m.c. of new Lint all-girl show airing over CBS on Jan. 3. George Hicks and Howard Petrie will do miking on Let's Dance. Uncle Don is... Goodrich Thorne has definitely bought the Dr. Rockwell show though may have trouble getting chosen time on NBC and have to switch to CBS. George B. Storer, proxy of ABS to Phila for Gimbel dinner... Roxy will headline Kingsley & Chase, the pianists, at opening of the Maubourne in Philly on Sat eve... Ray Featherston is new vocalist with Jack Benny ork... Arthur Johnson, former radio columnist of Boston Eve Transcript is now new radio publicity in NY... John Herrick of NBC baritone, is back on Gens of Melody show without name mention. Sponsor gave Merrick build-up last year but now has him signed for only alternating Thursdays... Harry Acton, ship news reporter, will air at WJWS today... PH D'Orsey debuts at opening of Congress Restaurant on Dec. 21 with 25 to 30 to run spot... Bill Sweets out of action last week with a bit of cold... Green & DeRosa celebrated fifth wedding anniversary last week.

## Scrambled Notes

Bowling Sisters have been shipped from Crosby show with Mills Bros due on in few weeks. Meantime Bing will do with guest stars... Helen Glavin singing on "Roses and Drums" and Swift-Kernberg show is now writing script for the Swift ops... Jimmy Cagney sick last week and missed some Lux rehearsals... Henry Herbert ork with WHN wire will replace Dick Clark at Roundland with Claude going trouping... Silver Duke looking to clear time on Tues nights so can air "The O'Neill" five times weekly stead of three... Don Beator at Arcadia in Phila may go into Roosevelt Hotel after that engagement... Roy Campbell Swane Singers of CBS go vaude at RKO. Routine will have choir using soloists of Chas Davis' band. Mildred Munson of Goburn ork; Bill Thorne of Mischka Gerner ork... Doug Connah is now head of commercial division of CBS press... Leah Rule, ABS traffic mgr, once publisher of Toledo, O. Weekly Tribune... Carol Lee, once Voice of RKO before she joined Ted Cooley's ork; has returned to phil and signed new contract with WJWS.

## Gossip

American Radio News Corp is now Hearst Radio, Inc... Frank Daly ork at Macdonalds with CBS wire going trouping. Daly owns and operated club beside leading ork... Dick Fighell, all-American footballer show titled "Our Coach," aimed at youngsters... Hi Brown has 13 shows per week on air. Gumps and "Little French Princess" on CBS, and "Cap's Tom" on WOR... Bob Sullivan of ABS press is proud pappy of nine-pound boy... NBC Artist Bureau set Peg LaCentra on CBS Woolly-jump nerves... Tom Terriss will "Scrooge" at WOR on Xmas Day... Dick Bard from Radio Guide to special events staff of ABS... CBS banned lyric of Let's Have Breakfast in Bed and shortened announcements to Let's Have Breakfast... Lucille Hall heroine of "The O'Flynn" and Louis Hector, villain of story, are man and wife in real life... Bayer Aspirin's Laverne and Old Lace renewed.

## Colored Singer Sponsored

Bob Howard, colored singer, on his first special over WJNS, New York. Edwin Cigar firm sponsoring. Daily except Saturdays and Sundays at 6:15 o'clock. Howard also in Jack Douglas' Relatives program over same station.

## Six-Year-Old Pianist

Oakland, Dec. 17. KROW has added a child-prodigy pianist to its staff. Yvonne Ferrar, age six, plays a quarter-hour of classics once a week. She's protégée of Norman Pillsbury.

# AMATEUR NIGHT

## Contests Fall Off

Both contests and giveaways have taken an appreciable tumble on NBC. Although the first 11 months of 1934 accounted for 20% more accounts than for the like period of the previous year, the drop in the number of contests came to 30%. January-November of 1933 saw a total of 46 commercials testing the skill and wit of the tuner-nerds. So far this year the contest tally has been 33.

During the first 11 months of '33 there were 149 regular offers made, as compared to 156 for the like period in 1932. NBC customers have continued their sampling activities through '33 and '34, while 54 clients have extended their giveaways over a span of six months or more.

## COMMISH OKES 10 POWER LIFTS

Washington, Dec. 17. With demand for better facilities continuing unchecked, the Federal Communications Commission last week arbitrarily granted permission to 10 transmitters to up their operating strength and slated for hearing six pleas for power boosts and new stations.

Increases authorized were WKBO, Harrisburg, Penn., from 100 to 250 watts daytime; WMBF, Binghamton, N. Y., from 100 to 250 watts daytime; WKWB, Muskegon, Mich., from 150 to 250 watts; WISU, Poyntette, Mich., from 100 to 250 watts; KRE, Berkeley, Calif., from 100 to 250 watts; WSUI, Iowa City, Ia., from 500 to 1 k.w. daytime; WFBL, Syracuse, N. Y., from 250 to 5 k.w. daytime; WKBB, East Dubuque, Ill., from 100 to 250 watts daytime; and KGDH, Stockton, Calif., from 500 to 1 k.w. daytime.

Applications carried for examination: WQDM, St. Albans, Vt., frequency shift from 1370 to 1390 k.c. and power boost from 100 to 1 k.w.; Homer Guy, Lufkin, Tex., new station 1540 k.c. 250 watts; WDNQ, Durham, N. C., frequency shift from 1580 to 590 k.c. and power boost from 100 to 1 k.w.; KPOF, Denver, Colo., from 500 to 1 k.w. daytime; F. N. Pierce, Taylor, Tex., new station 1110 k.c. 100 watts; WDE, Tuscola, Ill., from 100 to 250 watts.

New Applications  
New applications received: Clarence Wheeler, Rochester, N. Y., new station on 1210 k.c. 100 watts; WFRB, Baltimore, Md., increase from 500 to 1 k.w.; Cumberland Broadcasting Co., Portland, Me., new station on 1210 k.c. 100 watts; Worcester Broadcasting Co., Worcester, Mass., new station on 1240 k.c. 100 watts; WRGA, Rome, Ga., increase from 100 to 250 watts daytime; John Brown University, West Sileom Springs, Ark., new station on 1580 k.c. 250 watts daytime; night; KGEJ, Los Angeles, from 100 to 250 watts daytime; Southwestern Broadcasting Co., San Diego, Calif., new station on 1210 k.c. 100 watts; Brothers & England, Mansfield, O., new station on 1370 k.c. 100 watts; WHBC, Canton, O., from 100 to 250 watts; WGBI, Scranton, Penn., from 500 to 1 k.w.; F. J. and J. Kohn, Nashville, Tenn., new station on 1370 k.c. 100 watts; E. F. Hower and Clyde Miller, Big Springs, Tex., new station on 1210 k.c. 100 watts; WTCN, Minneapolis, Minn., from 1 k.w. to 5 k.w. daytime; WIRB, Madison, Wis., from 500 to 1 k.w. daytime.

## New Hoover Show for Mme. Schumann-Heink

Chicago, Dec. 17. Mme. Ernestine Schumann-Heink will be on in a new program series for the Hoover vacuum cleaner company starting Jan. 8 on a regular Sunday broadcast.

Before starting the series Mme. Schumann-Heink will be a guest star on the Dec. 22 show. Also the new Sentinels Sereenade program will be Edward Taylor for baritone and Josef Koestner leading the orchestra.

## CROONERS 6% OFF

About 30 Bookings as Far as Macy's Talent Dept.

Macy's new entertainment department, where milady can book a hot orchestra or a ten-time fiddler and charge it to her account, getting its first work-out during the holiday season. Store is advertising this new bureau in the dailies, making mention of the usual low rates which are an institutional feature.

Store's policy of selling merchandise at six percent cheaper than anywhere else in town, also in effect where crooners and tooters are concerned. Since no big names have been handled, this angle can be adjusted with ease.

About 30 deals have been made so far, with requests divided between entertainment for kid parties and cocktail sessions. Magicians, clowns and tricksters for the first affairs and regular-sized bands in demand on the second item. Department is located on the fifth floor with experienced bookers in charge to talk terms.

Bamberger's party bureau in Newark is also in operation now, but his has been somewhat slower. Both stores plan to continue these departments after the holidays. WOR artists' bureau directs the general negotiations.

## Don Withycomb Too Expensive For WLIT-WFI

Philadelphia, Dec. 17. Owners of WFI and WLIT, who recently merged their operations under the call letters WFLI, are still conferring with NBC over the selection of a man to become general manager.

Donald Withycomb, NBC manager of station relations, had been engaged for the job, but underwent negotiation blow-up when those concerned couldn't get together on the salary angle.

Withycomb is one of the best known executives in radio having started years ago as Aylesworth's assistant. His present position at NBC is very responsible.

## Pastor Gets Paying Job

Baltimore, Dec. 17. WCBM this week takes on new announcer in person of Raymond W. Cooke, an active preacher with a church and congregation over on west side. He has a daily quarter-hour program on commercial basis which has been airing over WCBM for past year. When scouting around for a needed speaker, station thought of Cooke, who possesses pleasing pipes, and the preacher took up proposition.

His own daily commercial will continue, it being the opening program of day on station. Cooke will then announce all the programs through first halves of mornings, as well as a preacher and minus the "Rev." tag which is appended to his name on own commercial spots.

## OLD THEATRICAL STUNT HAS DOOM

Stations Like Local Programs Because of Cheapness, Community Tie-Ups, Listener Check-Ups

### SPREADING

Amateur night, once standard as a business-getter in vaudeville and film theatres, is the newest cycle in radio production. Stations throughout the country are adopting the amateur stunt. Most of them have local twists, some have sponsors, majority use a telephone by letter-writing gag for the vote. Prizes vary in character and value.

Station WHN, New York, has been conspicuous in starting the current craze for the amateur shows. Although not the first on the air in the manner in which Major Edward Bowes has built and handled his entertainment, largely responsible for the imitative enthusiasm.

Amateur programs fit nicely into station conceptions of showmanship. First the expense is small. Second the community interest is keen. Third it affords definite proof of station listening by the telephone check-ups.

Heard organization will probably launch an ambitious amateur contest over WINS, New York, in the near future. This will be a circulation promotion stunt tie-up with Hearst's Evening Journal. Details are not settled and the nature of the prizes is unreported. Gus Edwards, with a lifelong reputation as a talent digger-upper, may be retained by the Hearst group to do for WINS what Major Bowes does for WHN.

One of the most thoroughly and deftly handled shows of the amateur night stripe is the WGN, Chicago, affair for Phillips 66 gasoline. Quinn Ryan, station manager-announcer, acts as ringmaster and imparts to the proceedings the light touch of showmanship by letting no one concerned take the thing too seriously.

Historically the amateur night in vaudeville or film theatres has always given cash prizes and pay to their divvy. Ralph Cooper, m.c. at Apollo 15th Street theatre, down for similar chores on new hour. Orch and spot entertainment to be worked around Cooper. Considerable impromptu piano playing to figure in program so as to catch the rest-Harlem party angle.

Then each week one of the amateur contest winners will win a place. This will come as a sort of official station recognition for the newcomers. Pauline Edwards among the first to be picked for this bit.

Russell's takes Maj. Bowes' graduate amateur hour, Stars of Tomorrow after only one week's tryout over WHN, New York. Period covers three months. Program on Friday nights from 8 to 8:30, giving finalists a chance to branch out.

Henry Ginsberg, Leo Friedman, Otto Holley, Izzy Cohen, and Andy Anderson, Tom Lorenzo included in the first broadcast (14). Bob Reed, also discovered on break-in hour, doing the preliminary spelling for new commercial.

Russell's also sponsored premier of 'Calling All Stars' from Hollywood lobby; Stars of Tomorrow

## Kaltenborn Gives Wash. the Lowdown On Crime and Radio Broadcasting

## Grunow Show Back to CBS With Minn. Symp. in Feb.

Chicago, Dec. 17. Grunow refrigerator is returning to the ether on the Columbia system early in February on a once-weekly shot with the Minneapolis symphony, directed by Eugene Ormandy. Grunow used the same talent set-up on its CBS show last year. Had also been scheduled for a CBS show last fall, but cancelled at the last minute with Chevrolet taking the allotted period.

On its new program Grunow will use a lighter type of music than formerly presented besides adding Ann Campbell, poetess of Detroit.

their first extended-air contract, however.

### Tie-Up Through Ballots

Providence, Dec. 17. Station WPRO, Cherry and Webb Dept. store station, and affiliated with the American Broadcasting Company, opened a series of amateur nights at the Metropolitan theatre Saturday night (15), as first tie of its kind in Rhode Island.

WPRO is out to catch more commercial programs, and is using the free show idea to sell contracts. Shows conducted once a week on Saturday nights starting at 8 p.m.

Station is advertising the stunt heavily through the newspapers in conjunction with the New England Bakery, commercial sponsor. Cash prizes will be awarded each week to those taking part in the amateur nights. At the finals nearly \$300 cash will be awarded in addition to one week's radio engagement by the American Broadcasting Company. Stunt is catching on like wildfire. Plenty of enthusiasm being shown.

Hereafter Providence has been pretty dead from a radio showmanship standpoint. Theatre seats around \$300 and film exhibitors naturally don't relish the idea of having to compete with such a stunt.

Ken Whittier, former band leader at Loe's State, has been hired to put the theatrical touch to the show. Selection of winners will be determined by number of votes. Ballot comes with bread sold by New England Baking Company, or a reasonably drawn facsimile.

### Store as Theatre

Akron, O., Dec. 17. What is probably one of the most popular radio programs at WADC is Amateur Night, aired twice weekly a half hour every Monday and Wednesday nights at 7:30. The station has secured a sponsor in the Sun Radio Company and in its showrooms these two nights amateurs are given an opportunity to do their stuff.

WADC announcer and other members of the staff are at the store to handle the program and the store provides a force of telephone operators to answer calls. Listeners are given a chance to express their opinion of the best turns. They are also invited to send letters to the store which count as votes. Cash prizes are awarded the best acts each week. At the conclusion of the tryout series a program will be made up of the best talent and aired over the station and a grand prize given for the act voted best.

### Sustaining Start

Rochester, Dec. 17. WHEC, Rochester, is trying out vaude's old amateur night. Idea started as a sustaining feature Dec. 17 with a week's tally to call in the amateurs and get the public interested.

Gunnar Wiig, general manager of the station, serves as announcer and m.c. Idea is to make it as near like the theatre atmosphere, as possible with everything but the book.

Washington, Dec. 17. Co-operation between commercial broadcasters and police agencies was brought to the attention of Attorney General Cummings' national conference on crime last week by H. V. Kaltenborn, radio news commentator.

Doubting the social value of courtroom broadcasts and deploring too exciting crime dramas, Kaltenborn predicted radio will play an increasingly important part in the prevention of crime and apprehension of criminals, but demanded that broadcasters be given the right to determine the manner in which the industry will co-operate with government authorities.

Although the number of police radio systems has increased greatly and nearly all large cities have this service, large parts of the country must rely for years to come on commercial broadcasters, Kaltenborn said. Past performances show that broadcasters are developing a sense of public service comparable to that of newspapers, he said, and existing tie-ups have proved of great value in facilitating police operations.

"Every radio listener feels himself to be a potential detective and he enjoys nothing better than an opportunity to exercise his talents," the commentator remarked. "Whenever a broadcasting station sends out a description of persons wanted by the police it largely increases the chance for arrests."

Discussing importance of manner in which radio handles crime news, Kaltenborn contended broadcasters are conscious of their responsibility and described care with which the Press Radio Bureau selects and edits bulletins and tries to restrict crime flashes. He pointed to the

(Continued on page 44)

## Avon Acoustics Cost CBS Coin For Bands Okay

CBS has had to invest an additional several thousand dollars in its Avon theatre studio in order to perfect the acoustics of the auditorium. Bands broadcasting on commercial programs from the spot complained that the reverberations prevented them from producing the best of impressions on the home loudspeakers.

Avon was the later of the two Times Square legit houses taken over by the network to provide clients with show places for their programs.

## RUTHRAUFF & RYAN DROP CHI AIR DEPT.

Chicago, Dec. 17. First agency to dismantle its radio department since the ether has become a factor in advertising is the Ruthrauff and Ryan office here. It is doing away with an other department which has been in existence for several years.

Lack of radio production here is the reason for the slough. In the past year, concentrating pretty much on Dodge auto radio programs but with Dodge halting campaigns for the time being the local agency has little more than some announcements.

Agency's New York office recently jacked up its radio personnel appreciably.



# Improbable Broadcasts

No. 1—Skippy Rescues the United States Marines

By Bob Landry

Sound effect—Lion's roar.  
Announcer—Skippy on the Air. The Lion Roy. Strong as the King of the Jungle, with muscles like steel gliders and a blow like a triphammer. But first let us hear from Skippy himself.  
Sound effect—Lion's roar.  
Skippy—Hello, fellows. They call me the Lion Roy. I guess I am pretty strong. And do you know how I got so strong. By drinking three quarts of malted sawdust every day. And, fellows, it's mighty nice to take that malted sawdust. Just mix it in with a strawberry ice cream soda, and you hardly notice the taste.

Announcer—As Skippy told you, if you mix your malted sawdust with strawberry ice cream soda you'll hardly notice the taste. But now on with the story. Skippy, in response to an urgent summons from the United States government, has left school and gone to China, where the Chinese live and cause a certain amount of trouble for the white men. No sooner has Skippy arrived in China than he meets little Orphan Annie, who has married one of the Midlani boys and is making a name for herself. By the deep thought on her face Skippy quickly surmises that there's something on her mind. But let's hear for ourselves. Here they are.

Skippy—Where's the prince?  
Little Orphan Annie—That's what I want to know. I think he's been kidnapped.

Skippy—You think he's been kidnapped.  
Annie—Yes.

Skippy—Let me get this straight. You think he's been kidnapped you think he's been kidnapped.

Annie—Yes, yes, so I think. I do. I do so think.

Skippy—How? Why? To what do you attribute this amazing feat of yours?

Annie—I have received a communication.

Skippy—Declare the nature of this communication.

Annie—I read quote we have the prince you can have him back for fifty thousand yen two per cent off for cash ten days stop as we say or we will deduct the prince's head from his neck unequally signed Chinese Charlie.

Skippy—Chinese Charlie. From him it is. Indeed, it is.

Annie—Who is he?

Skippy—He is sometimes known as Charlie the Chinaman. A cool fellow. Yes, a fellow of considerable coolness. I will phone the United States Marines. Hello, is this the United States Marines? This is Skippy. The Lion Roy. Takes a letter. To Lieutenant Jack Armstrong, the All-American Boy, United States Marines, Secret Service, Division, Care of General Delivery, Peep-Pep, China. Dear Armstrong. Keep an eye peeled for Chinese Charlie. He is suspected of kidnapping Prince Midlani stop Little Orphan Annie wants to get prince into Hudson High signed Skippy Number 34868.

Annie—Skippy, how can I thank you?

Skippy—Utter no syllable of heartfelt appreciation. It is a mere nothing. The United States Marines will bring back the prince. Yes, and Chinese Charlie, too.

Announcer—American Patrol.

Announcer—As Skippy, the Lion Roy, thinks, Chinese Charlie is velly velly clever. Presently a message comes to tell Skippy that Jack Armstrong, the All-American boy, has disappeared and the United States Marines have been trapped by Chinese bandits and face extermination. We pick up Skippy again.

Skippy—I'm afraid I won't be able to have that second cup of tea, fellows. I have just received word that Jack Armstrong, the All-American boy, has disappeared and the United States Marines are ambushed. I shall really have to attend to this matter personally.

Annie—That's quite all right, Skippy. I understand.

Skippy—I'll just take an airplane and Peep-Pep and dispose of this case.

Sound effect—Hum of an airplane motor.

Sound effect—Lion's roar.

Announcer—Now we'll see some action. Push up close to the loud-

speaker, children and don't miss a word. Skippy the Lion Roy is going into action. And remember kids, you too can be like Skippy and have muscles like steel and a sock like a Planter's Punch if you drink three quarts of malted sawdust every day.

Sound effect—Telegraph ticker.

Sergeant Flagg—Hurrah, hurrah, this message says Skippy is on his way.

Sound effect—United States Marine cheering.

Sergeant—That means we're safe. But poor Jack Armstrong, the All-American boy, I have my doubts.

Sound effect—rifle fire.

Sergeant—Save your bullets, men. We must hold out until Skippy gets here.

Sound effect—aeroplane motor.

Sound effect—Lion's Roar.

Sound effect—United States Marines cheering.

Sergeant Flagg—Go, Skippy, with you here we sure feel better.

Skippy—Where's Jack Armstrong?

Sergeant—They got him in the haunted castle.

Skippy—You fellows stay here.

Sergeant—Where are you going? Skippy—To the haunted castle. Orchestra—Haunted Castle music.

Skippy—Who's that?

Sergeant—It's me. Sergeant Flagg—I can hear you.

Skippy—There was no need for that. For that no need there was.

Sergeant—I know. But I thought maybe I could hold your coat or something when you started giving Chinese Charlie that lion boy roughhouse.

Skippy—All right, all right. You can hold my coat if it looks like some action.

Sergeant—Gee, thanks, Skippy. It's white of you.

Skippy—Hello, what's this. It's dark in here. Light a match.

Sergeant—It's a hand.

Skippy—It's Jack Armstrong's hand. Now we're getting some where.

Sound effect—ghosts.

Skippy—Let's look around for the other hand...hello, what's this, why it's Jack Armstrong's color.

Sergeant—Some more of Chinese Charlie's diabolical work.

Skippy—And here is Jack Armstrong's ears.

Sergeant—This is pretty bad.

Skippy—Most regrettable. I always liked Jack Armstrong, the All-American Boy. Bobby Boning of the Bar X Ranch, will be sorry to hear about this. If we had a wheelbarrow we could get all of the All-American Boy.

Sound effect—English yowling.

Chinese Charlie—So. You have come.

Skippy—Chinese Charlie you shall pay and dearly for this night's mayhem.

Chinese Charlie—On the contrary Jack Armstrong was only the anti-paste of my banquet. I have reserved you for the main dish.

Skippy—You are trapped and cannot escape. You are surrounded by an angry mob of Blackett Sample and Hummert office boys. They will remember you and make a few dollars out of you—all full of blood and gore.

Skippy—Skippy is never trapped. Never—You do not know Skippy. I am the lion boy. Do you see this object which I hold in my hand?

Chinese Charlie—(trembling). What is it?

Skippy—It is the RCA Planetary Cathode calismirer. It will blow the entire mountain from here to the Philippine Islands which is on United States soil.

Chinese Charlie—Hey, nix on that. You can't pull that Buck Rogers stuff on this program.

Skippy—Here goes Dick Sergeant Flagg. I am covering you with the Skippy Patented Explosion-Insulator.

Sound effect—pandemonium, series A, B and G.

Sound effect—United States Marines cheering.

Announcer—And that's how Skippy rescued the United States Marines but unfortunately arrived too late to save Jack Armstrong, the All-American boy. Chinese Charlie and his bandits were burst into small bits of gristle and bones so that hardly an eye or a finger could be found. It turned out that Prince Midlani wasn't really cap-

## Measuring

Morion Downey and the new talent which succeeds the original show on NBC for Carhart Spurred Davis has a definite goal to shoot at.  
Previous show drew 1,500 letters a week and the sponsor wants 5,000 letters weekly as a gauge of success.

## ELECTRICITY SEEKS PUBLIC GOOD WILL

Philadelphia, Dec. 17. Philadelphia Electric Company, acting as agent for the Nat'l Electric Association, piped an audition to N. Y. last week for a prospective good-will CBS web show.  
Batoning a 30-piece unit was Sylvester Levin, former sub-conductor of the Chesterfield big band with Stokowski. Alex Gray got star billing, with Ruth Carhart. Four showmen Quartet and Florence Ridley warbling. Lett, gal, a Curtis Institute student, moved from her air debut two nights before (12) on a WCAU amateur show to the network audition.  
It is expected that the Electrical group will originate the coming program from Philly, with the above coterie probably to sign for 52 weeks. Show is an h.o. from last spring. N. Y. Ayer is producing.

## Cemetery Biz Good

Baltimore, Dec. 17. Moreland Memorial Park, local cemetery lot, which for past year has maintained a once-weekly (Sunday afternoon) quarter-hour commercial on WFBZ, expands current week, assuming similar Sunday slot on WCBM.  
Program is waxed, cemetery having on its site a carillon-like set of chimes which have been recorded and sung by hymns as "Lead Kindly Light." Commercial chatter is altered weekly and played by an announcer, but the program never varies its set music, since but one platter has been pressed.

## Two Regionals in Texas Struggle Southwest and Quality Group Alignments Sharply Marked

### 'JAZZED UP PRAYER' IS BANNED BY CBS

Although both the title and the lyrics have been revised several times, the spiritual "O, Lord I Give You My Children," published by the Miller Music Co., stands banned from the Columbia music. The network's censor considers that the verses are too sacrilegious for the loudspeaker trade. NBC has no objection to having the song cleared as is over its wires.  
Original tag that the publishers gave the tune was "Gloria, I Give You My Children." CBS scored this title as likely to give general offense and described the composition as nothing but a "jazzed-up prayer." One of the lines in the lyrics that the Columbia censor found particularly objectionable read, "We hope our savior excuses our behavior."

### Sam Pickards Mending

Sam Pickard is recovering in the United Hospital, Portcharter, N. Y., from injuries he received last week when his auto and a trolley car crashed.  
CBS v.p.'s face was badly cut by flying glass, while Mr. Pickard suffered a broken leg.

tured at all but had left for Afghanistan to play polo.  
Skippy—Tomorrow night I will tell you how I skin Tom Munchu alive. There will be several other murderers, too. Good night, kids, and don't forget to buy malted sawdust.

Sound effect—Mon's roar.

## Brooklyn Eagle Has Radio Plans

### Worked Out in Detail with Big 7

### Corn Cob Pipe Club Goes On WRVA, WLW, WOR

Richmond, Va., Dec. 17. Corn Cob Pipe Club of Virginia, WRVA show, went on a bi-weekly schedule Dec. 16.  
WRVA carries the program at 8 p.m. Mondays and WLW, Cincinnati and WOR, Newark, air the second edition of the program on Monday at 10:15 p.m.  
Program originates at WRVA and advertises Larus & Bros. company, makers of Edgeworth Smoking tobacco and owners of the station.

### WAU Barn Dance Draws 4,200 Paid Admissions In First Month at 10-20

Columbus, Dec. 17. WAU is newest station to try a barn dance. In four weeks 4,200 paid admissions proves it's a good idea. Held at Columbus auditorium, on river front, Saturday night barn dance gives one hour broadcast, starting at 7:45, with dancing to midnight.  
Montana Meechy's cowboy band furnishes show backing and dance music. Radio hour sponsored by Radio Crystals. Acts as Cowboy Joe Horshorn, Mike and Little Ann, with Meechy working as m.c. Prices are 10-20.

### KTSA Steps Up

San Antonio, Dec. 17. KTSA, local outlet for CBS and SBC, Tuesday (11) jumped its daytime output from 1,500 to 3,000 watts which gives the station additional coverage.  
Night time output of 1,000 watts unchanged.

### PHILLY AUDIENCE SHOWS REVEAL AN INCREASE

Philadelphia, Dec. 17. With audience broadcasts having been nonentities in Philly, town has suddenly gone into a new era of audience shows. Has been usual heretofore for the public affairs available were the visual ones used in connection with home economics patter for the girls, an occasional commercial, and an infrequent visit by some local public affairs. Now the new Renault Champagne broadcast through WIP from Leo Zollo's Ben Franklin Hotel position, also a brace of shots each week.

At the RCA auditorium, the station is programming many public shows, among which are the new Esslinger Beer programs with Jan Saviter's band using the amateur night idea, the studio's daily Women's School of the Air with visiting stage celebs, and a host of sustaining variety shows for which the station makes frequent plugs for a weekly audience growth. Local shows have taken to the free station ad-mish like ducks to water, but it is singular that the poorer shows are lacking in anything but a handful. Philly has been, as most New York, have become accustomed to the better type of shows and refuse to bother with hodge-podge programs.

Don Lussier, former assistant dramatic editor of the Seattle Times, has been signed by KTAT, San Francisco, for script work.

Brooklyn Eagle's determination to go radio if and when Washington approves, would place Burgess Nesbitt into the president's chair. Nesbitt was formerly with Baron Collier and Artemus Ward company. Others slated for executive posts in the tentative line-up include: M. Preston Goodfellow, publisher of the Eagle, vice-president; William V. Heister, treasurer; and Ellen A. Dockery, secretary. The last two hold similar positions with the sheet.

C. D. Isaacson, formerly identified with the Brooklyn three-piece WARD, WLTH and WVFV, and now acting as builder-upper for the paper's plea, also to be placed.

Other promises include the erection of a modern station on the top floor of the Eagle's building, installing new equipment and operating in the most efficient way possible. Four sites under consideration for the transmitter site.

Paper plans to get behind the station editorially as well as financially in serving the Brooklynites. One of the major moves is to cut down the foreign programs which now flood the borough channels. Twelve hours would be allotted to this feature, but no more. Over 60 hours foreign tongues now stretched out between the various stations.

Music standards is another item to be reached. The commercial content would be worked out also. All of these to go into effect if the Washington committee says ok. Call letters would be either WBE or WBR.

Nothing is expected to be settled in the Brooklyn mixup, however, until March 1. Briefs will be submitted again on Jan. 21 with another rehearsing of the situation following in order.

Battle takes in the stations of WARD, WLTH, WVFV and WBBZ. The first three, now running under a single roof, are main bones of contention in the tussle. Finally everyone and anyone wants to come in and absorb this outlet. Bulova and Winston, part owners of WNEV, among those putting in a bid for the spot. WNEV now sharing time with WBBZ, Watch Tower Foundation station, and WHAZ, Renaissance Polytechnic station, also endeavoring to get full time, but "only," examining officer at the hearing.

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# Radio Chatter

## New York

Lennie Hayton resigned for Town Hall tonight for 28 weeks.  
 Gladys Rice, soprano, in midst of auditioning.  
 Vincent Lopez, playing in St. Louis, slated to return to New York on Jan. 12.  
 CBS keeping Paul Sabhin here instead of sending him south.  
 Pearl Hamilton of Three X Sisters on sick list.  
 Harold Van Amburgh new soloist with Jolly Coburn.  
 Bill Wirtges' father died last Sunday (9) in Buffalo.  
 Jack Goodman new tenor at Village Barn.  
 Joe Reichman into Netherlands-Flam, Cincinnati, next month.  
 Gilbert Seldes on new night program over WHN, reviewing the shows.  
 WFAA, White Plains, moves into

new Roger Smith hotel penthouse quarters next week.  
 Harry Acton, ship news reporter in WINS interview.  
 Margaret West, radio cowgirl, singing over WMCA in prairie garb.  
 Society Sleuth, new mystery voice over WHN, singing Marjorie, low-down and gossip.  
 Phil Dorsey guest of honor at Manhattan Hotel, 19 with Felix Ferdinand as host.  
 Olga Albani out of Michael Reese hospital, singing Marjorie, low-down and gossip.  
 WEVD holding Willem Hendrik Van Loon's spot open for him on the radio, as the air until he recovers from his illness.  
 "Stars of Tomorrow" name of WINS' follow-up program for its amateur contest winners.  
 WINS reading Americana program for Dec. 23.  
 Harry Jackson and Louise Squire now over WINS in Broadway Book-Office program.  
 Terry Long handling soccer news bits over WBNS.  
 Jonathan Doolittle new WINS announcer.  
 NBC's X-1 Mystery Thrillers to be translated into French and Spanish.

## HOW'S YOUR SCRIPT?

Brighten up dull spots in your program.  
 Original material and "script doctoring" services furnished by Author of National Network Shows.  
 Comedy Sketches  
 "Gag" Continuity  
 Dramatic Dialogues  
 Write Box 80, Variety, New York

## GRACIE BARRIE

NEED OVER  
 CASINO DE PAREE  
 LORETTA STACY  
 NEW YORK  
 (Week Dec. 14)  
 Ret. Director  
 HERMAN BERNIE  
 7619 Broadway, New York

## ABE LYMAN

AND HIS  
 CALIFORNIA ORCHESTRA  
 COAST-TO-COAST  
 WABC—Tuesday, 8:30 to 9 P.M., DST  
 (Phillips Dental)  
 WEPB—Friday, 9 to 9:30 P.M., DST  
 (Phillips Mills)

## MOLLY PICON

"Variety"  
 "This program is now one of the best of its kind."  
 W M C A  
 Wed. 7:30 P. M.  
 JELLO  
 GEN. FOODS

## GIERSDORF SISTERS

"GERSDORF"  
 Monday, Wednesday, Saturday,  
 WABC—9:30 P.M.  
 Columbia Broadcasting System

## ADIA KUZNETZOFF

WMCA—10 P. M. EVERY TUESDAY  
 "JOLLY RUSSIAN"  
 Russian Kretschin Night  
 Solo Direction  
 Herman Bernie, 1616 Broadway, N. Y. C.

## JAY MILLS and TOLLE

"ALL WORK AND NO PLAY"  
 Exclusive Management  
 MEYER D. NORTH  
 JOE PLATT

started at WHO, Des Moines and then shifted to WBWL Iowa City; KFNP, Shenandoah; KFJD, Shawnee; WOJ, Ames; KMA, Shenandoah; WM, Waterloo; KSO, Des Moines; KSCI, Sioux City; KGCA, Decorah; KFGQ, Boone; KOIL, Council Bluffs; KWCR, Cedar Rapids; and WOC, Davenport.  
 Mary Jo Stroud, new songstress at the Tropical Room, Fort Des Moines hotel, singing over KSO.  
 Irving Grossman, publicity manager, WHO, has a new daughter—her second.  
 Gwinn McClary and Art Triggs do work with commercial department, KSO, the rest of the year.  
 The Vanetals, a vocal duo sponsoring a new program on KSO called "Esquire."  
 Now that WOC has taken over its own call letters and WHO, Des Moines, has dropped the link designation, WOC, that station will just have itself some 25,000 words a year through deletion of the WOC and in time computation just one hour and 45 minutes.  
 John Price, WKBK, Dubuque, Ia., announcer, took time out for the first time in a year to go flying visit to familiar home, haunts in northern Indiana, stopping in Chicago, on business, Ed Felen, program director of the station, spent three days in Chicago, auditioning for NBC.  
 "Let's Quit Killing" campaign in Portland is being advertised over the air. City fathers trying to lower the number of auto accidents.  
 Jack Best and his club Victor ork has taken over three commercial spots for KOIN.  
 Rocky Mountain football conference continues to frown on broadcasting of games.  
 Krausmeyer and Cohen for the Star Brewery on 14 N. W. stations.  
 Lipman Wolfe, dept. store, is sponsoring a Christmas program for kids for the fourth year.  
 McIntyre writes the dope for KOIN.  
 Bill Moyer, radio editor for the Oregonian, handles publicity for KEX and KGW.  
 KEX is now an outlet for NBC program, including Champions the first big account to use the station.  
 KXL, Portland, programs are picked up by KSLM in Salem. The beginning of a small network.  
 Virgil Smith, radio news service writer at KKG and KEX, visited his folks in Iowa.  
 Van Fleming, KGW, writing copy for the station's accounts. Has considerable trouble not to mix the dope.

## Pacific Northwest

Stan Hubbard, KSTP boss, back from N.A.B. board of directors executive session in Gotham.  
 Wanda Maddy is "Carolyn" on the daily live-style talk.  
 Roger Krupp building a new mustache just as Abbott Tossman decided to F.O. C.  
 All Twin Cities radioites invited to a turkey dinner tonight (18) in celebration of WDDY's anniversary.  
 Cora Appleby, formerly with Kelley Sales System, now sec to E. P. Sparks at WXXA, which makes its first television broadcast on Jan. 1.  
 Dr. Morris Flahsman on WCCO at 4:30 P.M. today (18) as speaker of the Minnesota Public Health Assn.  
 Silver Dink, ork with Jack Kennedy at the baton, now on nightly over WTCN. Maurine Couch is featured warbler.  
 His second Sikorsky amphibian arrived Saturday (16) from L.A. and Doc Young, WDG owner, is determined to have it completely assembled by Xmas.  
 Dr. Roy L. Smith flying back to L.A. after his only northern radio appearance, over WCCO.  
 Minneapolis Symphony orchestra will air over CBS and WCCO on two Friday afternoons of Dec. 28 and Jan. 4.  
 James Ford Bell, General Mills chairman of the board, talks "Please pass the bread" on the Forum of Liberty program Thursday (20) over WCCO.  
 Combined choral groups of St. Thomas and St. Catherine's colleges, NBC's northwest group via KSTP Thursday (13) night.  
 KSTP is adding two new studios to its present quarters, renovation includes installation of two-way control consoles. With announcers facing each other before suspended mikes, the new set-up will permit absolute split-second timing on voice changes.

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## Iowa

Voice of the University of Iowa, WSUL, steps into more power under a recent grant by the Federal Communications Commission, going from 500 to 1,000 watts, daytime and permitting unlimited operation.  
 Coincidence with stepping up of WKBK, East Dubuque, Ill., from 100 to 250 watts, announcement has been made that the broadcasting company, headed by Walter Klausner, president, and Reginald Martin, station manager, will probably revamp articles of incorporation and constitution, and considerable money on its transmitter south of East Dubuque, and its studios in the Hotel Julien, Dubuque. Station was also granted a construction permit and time limits extended to unlimited operation, the contract now being on the air for 14 hours daily, serving a tri-state territory in Wisconsin, Illinois and Iowa.  
 Iowa radio stations co-operated Sunday (16) in putting on an all-state DX program, starting at 12 midnight, and continuing until 11 a.m., when the majority started regular broadcast periods. Stations co-operating turned out on a half-hour to an hour of entertainment and music in a round robin that

ties. Broadcast features music, readings and intimate chatter.  
 Canadian Radio Commission programs are no longer heard from station CFMN.  
 B. C. Electric Company is sponsoring former program over CKWK.  
 Bill Holmes is on a leave of absence from WOC, Davenport.  
 Listeners throughout the British Empire will again hear a message from King George on Christmas morning.  
 Burton Holmes (not the traveler) is a recent addition to the artist staff of CKWL. Holmboe, now in from Montreal. He sings.  
 Ramona Rambert, Vancouver member of the Footloose and the Vanetals, are now heard over the B. C. Network.  
 Mao Clark and Elsie Swann are the singing principle in the Artists' Revue program on CKWK.  
 Stan Patton and ork are again on CJOR. Bave has undergone some changes since their last engagement.  
 Loss of Canadian Radio Commission programs over CFMN missed by fans.  
 Reed Chapman, CJOR, is featured in a new program, known as "Going Hollywood," creating a sensation with the audience of that station.  
 CJOG time has been increased. Station now on air from 7:30 a.m. to 11:00 p.m.

## Maryland

Another WFER studio party last week.  
 Joe Katz splits his weeks 'tween Balto and the Big Bur.  
 Broughton Tall scripting Santa Claus serial programs for the Hub's commercial on the radio.  
 Bob Maslin and Purnell could plotting a junket to Miami in February.  
 Harry Green, in "Piper Paid" at the Maryland last week interviewed by Nancy Turner on WFER. Two other members of cast, Edith Barrett and Spring Byington refused to be quizzed.  
 Enid Lee, WBAL, has penned more than 2,500,000 words continuously in past five years. Last laquers of a program daily.  
 WFER carrying latest ad ever etherized locally—a spot for a singer and first broadcast at 1:30 a.m. Sunday morn.  
 John Elmer, prez of WCBM, in N. Y. last week attending pow-wow of heads of stations forming the ABS.  
 "Jimmy" Allen' club fostered by WJMV now boasts better than 45,000 members.

## California

Anne Sweeney, KTAB, has been moved from the Oakland office to San Francisco.  
 Tommy Harris, NBC, is back in Frisco and expects to go on air shortly.  
 Murrey, Pappy, formerly NBC, is now at KTAB airing his hill-billys for Tarzan Mineral Water.  
 Hal Gibney has been named head-announcer for KTAB.  
 KNWB remoting Ted Fio-Rito from the L. A. Ambassador at 8 o'clock nightly with KFI continuing to remote the same ork at 11 o'clock.  
 "Tale of Two Cities," which has been a Monday night show on K.F.B. for nine months, off air. Sae Langman, who adapted and produced, will follow with a serial-adaptation of "Vanity Fair," over the same station, starting Jan. 7.

## New England

Bellman, 40-voice Southern New England Telephone chorus, sked-ding special carol program over WJCF Christmas eve.  
 "Your Voice and Song" new series aimed to educate tuner-inners in art of talking and singing diction, started on WJCF by George C. Stock, New Haven composer, Jenny Lee of Brookfield, soprano, gives examples.  
 WJXBS, Waterbury, Conn., kilowatt, plotting to return to morning line of talking and singing diction, a few weeks. Station now starts operating at noon.  
 Dickens Christmas Carol opened pre-holiday series at WJCF Bridgeport.  
 Ross Reeves, Brookfield character actor, in charge of presentation.  
 Ethel Grenier on WEEI "After Dinner Revue."  
 Bill Adams, radio character player, in doing Tia Robinson on "American Family Robinson" series. Eunice Howard plays "Betty"; Ethel Fuldham plays "Madison"; and Frank Butler, "Disk Collins." Over WEEI.  
 Sybil Morse and Wm. Kahuka, Jr., are rehearsing play.

program to be called "Stringing Along."  
 "Radio Rose," original musicomedie premiered two weeks ago by WICC, such a click that a repeat broadcast augmented by ork and choral effort, will be fed tonight (18) to entire Yankee network.

## Illinois

Ralph Atlas, Leslie Atlas, F. K. Wricey and Hich Sherman among the localities who flipped to New York last week.  
 Ray Linton on a business snop in the St. Louis-Kansas City territory.  
 John Blair back from a hasty visit to Texas.  
 Helen Shively taking time out to dicker with a cold.  
 Radio Club now holding its weekly lunches at Grayline's grill.  
 Irving Collins around town trying to hustle up biz for European music society.  
 Joe Churnakoff on three stations weekly. WENR and WMAQ from the Congress hotel and WGN from the Chicago theatre.  
 Cadets reading an act for possible vaude dates.

COLUMBIA  
 SYSTEM  
 MARK  
 TARNOW  
 BORDEN'S  
 45 MINUTES  
 HOLLYWOOD  
 Thursday Nights  
 at Ten, EST  
 CK-5 NETWORK  
 (Columbia Radio System)

HOTEL BILTMORE NIGHTLY  
 JACK  
 DENNY  
 AND HIS ORCHESTRA  
 WJZ  
 Tues. 11 P.M.  
 Thurs. 11:30 P.M.  
 WEPB  
 Friday  
 9:30 P.M.  
 WOL  
 Sat. 9 P.M.  
 CONOCO CO.  
 Wednesday, 10:30 P.M., WJZ

A New Idea in Music  
 EDIE  
 PEABODY  
 AND HIS ORCHESTRA  
 Direction  
 Orchestra Corp. of America  
 619 Broadway  
 NEW YORK CITY

ROY FOX  
 AND HIS  
 BAND  
 ON TOUR  
 B.B.C. NETWORK

KEN AND  
 HIS BANJO  
 HARVEY  
 Dorchester House, London  
 Indefinitely  
 DOUBLING  
 "PROCEDE" CAFE  
 (Dec. 9)  
 RECORDING FOR HIS  
 MASTER'S VOICE  
 (BRITISH VICTOR)  
 Radio  
 Phil Fonce Direction  
 Henry Hartman

## Here and There

Greig, Blair & Spight, Inc., have been appointed exclusive national representatives of station WHEC, Rochester.

Don Forbes, formerly program director of CIOB, Vancouver, B. C., has joined the announcing staff of KFI, Los Angeles.

WINS, New York, has added three new acts to its schedule. Lilian Montair, contralto, on Mondays and Wednesdays at 2:30; Rose Diamond, the accompanist; Hal Gould, baritone, on Saturdays at 3 p.m., and Llewellyn Price, playing two piano arrangements.

L. A. Benson, WIL, St. Louis; James L. Hughes, WBBB, Rock Island, Ill., and John Gillan, WOW,

Omaha, tripled over to Washington from New York last week.

RCA Victor is working on a mainline program over NBC.

Irving Grossman, manager of the WIO, Des Moines artist's bureau, and Al Cropper of the Oklahoma Outlaws, are fathers of new daughters.

Al Banks of the commercial department, WIO, Des Moines, married to Betty Halliburton.

Al Triggs, KSO, acting as commercial manager, during Craig Lawrence's stay at WMT, Waterloo, and Owen McCleary, head of continuity, assisting in the commercial department.

Ray Becker new member of the continuity department of KSO, Des Moines, to pay special attention to programs for women.

Priscilla Wayne, chief job writer for the Register and Tribune, interviewed Max Beer, but Max wouldn't read the right words and gave the right answers much to the embarrassment of Priscilla and KSO.

WBNX, Brown, to air the Spatari radio code on Dec. 18 now from 2:30 to 3 a.m. Program was first scheduled for next week. Canadian DX relay, U. S. DX club and the Newark News DX group cooperating by picking up the messages.

John Boaz, blues singer, returns to WFL, Cincinnati, as Jean Bowes. Goes on Pure Oil Peppers, commercial, alternates with Jeanine Macy, a newcomer from WJR, Detroit.

Jane Tressler, young Cincy blues singer, whose success on WBAI warranted promotion to Crosley's WLW, in hospital recovering from appendicitis.

Don Gilman, Coast NBC v.p., is in Phoenix, Ariz., looking over KTHH, the chain's outlet there.

O. B. Hanson, NBC chief engineer on the coast, is in Denver for the opening of new quarters for KOA, 10,000-watt NBC outlet in that city.

Clifton Wood, WTAG, Worcester, announcer, is back on job after a month in hospital. Bill Williams, formerly with WBE, did pinch casting during Wood's absence.

Louis Haded, conductor of the 'Bridge Club of the Air' over WGN, Chicago, has been elected president of the American Bridge League.

Douglas Stanbury gets two more appearances with Chase & Sanborn opera guild.

Irving Askenazy, the pugilist-poet of J. Walter Thompson's writing staff, did the Christmas sketch which Ben Lyons and Bebe Daniels may enact on the Fleischman show this Thursday (13).

Eleanor P. Hurley, G. W. (Johnny) Johnstone's sect, at NBC for over five years, has joined him at WOR, Newark.

Hubbell Robinson, of Young & Rubicam, was put out of the running for a spell last week by an attack of la grippe.

Jack Van Velsor, gen. mgr. of KMOX, St. Louis, in and around the CBS home office last week.

Raymond Northcutt, who used to be Wheatonville's Santa Claus, is now Santa-ing for KROW, Oakland.

Emil Gough, of Hearst's American Radio News, is in San Francisco.

M. G. Cannett, KYA, San Francisco, script man, is back from an enforced lay-off due to illness.

WFBL, Syracuse, has a new 'whispering baritone,' Al Morris. Is his own announcer.

## DENTAL ASSN. ON AIR

Ethics and Advertising Obscure Issue

Dubuque, Ia., Dec. 17. WKBB has a sustaining program at present with members of the Dubuque Dental association talking over the air about the teeth, preventive medicine, and health in general as affected by the molar. The series, once a week, is presumably under sponsorship of the Dubuque Dental association and announced as such. Ethical phases as a commercial still in process of being ironed out and if it will go on as a regular paid program. As it is station has it logged as part of its public and community service program.

Dubuque Dental association, sponsors, is composed of some 15 dentists in the community. Talks over WKBB, by various members of the association, relate in subject matter, to topics strictly within the bounds of ethics that permits no direct advertising, other than the urge to care for the oral region and the tag of the Dubuque Dental association.

It is thinly veiled advertising matter, but whether it can be commercialized under the banner of the association remains to be seen.

## Radio Abhis Flop

Philadelphia, Dec. 17. Exact sign-off time of WPEN 'S. S. All in Fun' show proved an important hint in chain of evidence pointing to guilt of hit-and-runner who was shot to death recently while resisting arrest on Philly boulevard.

When wife of Herbert Smith, in presenting dead husband's album, contended that on fateful night at 9:20 they were both aware of program's sign-off and were in bed at 9:30, the time the death occurred, FBI detective investigation by local protective bureau, and checking the station's log sheets, it was discovered that the show in question did not leave the air until 9:58. Abhis was thereby discredited.

This is second reported instance of an attempt to use radio as alibi.

## Feed, Speed Herndon

Baltimore, Dec. 17. L. C. Herndon, regional supervisor through this territory for the Federal Communications Commish, has been shifted to the Pacific Northwest territory with headquarters in Seattle. Herndon steps into new spot Jan. 1. George Sterling, who has for long been Herndon's assistant at Federal office here, assumes top spot when later leaves.

Understood that when Herndon goes the sector of east-coast territory which has been supervised out of Balto, will be narrowed down and Federal offices installed in several cities to take over the jurisdiction in those areas. At present everything south of Jersey, including Pennsylvania, forms part of the Balto domain, and the territory stretches south to South Carolina. Burden has grown too weighty for one office, it is deemed, and likely first of year that a Fed rep will be installed in Philly, and one in southern town, probably Charlotte.

## WLVA Drops News

Lynchburg, Va., Dec. 17. WLVA here has dropped daily newscasts, put on by Norwin Puckett, Washington Herald correspondent. No reason given for the discontinuance. Program apparently was designed to scoop local dailies on news break occurring between the time the last edition of the afternoon paper went to press and the appearance of the morning sheet. Lasted about three months.

## Traffic Court on Air

Cincinnati, Dec. 17. Traffic court proceedings hit the air today over WSAI. Crosley's 2,500-watt, and will continue to be broadcast daily for an indef period as a means of reducing Cincy's death toll from auto accidents, which is one of the highest in the nation.

Court is presided over by Judge Samuel W. Bell, who is blind, Joe Ries, announcer on Crosley's 500,000-watt WLW, handles the mikes. Blasts are from 2:30 to 10 a.m.

## First Liquor Show Okay, So KSTP Tries Second

St. Paul, Dec. 17. KSTP, already airing Bena Bouquet, hard liquor account, and receiving no squawks, has signed its second liquor account. It's called 'Haskell's Punchbowl' and dispenses music and info on 'what's behind the wine.' 'Haskell' is the same Bena Haskell who two weeks ago pleaded guilty to Federal charges of income tax evasion. To be sentenced Dec. 16. Local radio circles are watching for reaction on this angle, feeling that if no howls are forthcoming, almost anything should go from now on.

KSTP, however, has signed the account for 15 weeks on two 15-minute periods, for Monday and Thursday airing, with no proviso for immediate cancellation, evidently anticipating no trouble. Only restrictions for KSTP liquor programs: (1) Must run at least 15 minutes; (2) Must be dignified in character; (3) Must not contain objectionable material; (4) Must air after 8 P. M., as protection to the little ones.

## Blues Singers Become

WOAI She-Hillbills

San Antonio, Dec. 17. Newest angle on the hillbilly vogue is a two-gal harmony team which yodels the rustic ditties for WOAI. Team is Zelma and Irene Cullen, who have aired for various local radio stations.

WOAI spot is team's first venture into hillbilly music, their previous stuff embracing hot and blues tunes. Program initiated Saturday (14).

## Suds Air in Balto

Baltimore, Dec. 17. Brance of big brewery accounts debut on other over WFBZ today (Monday). Arrow Beer, set for a year, has a 30-min morning program that's slanting off a new angle locally. Tagged 'Today's Events,' and subtitled 'What's Going on in Balto Today.' Period is sort of civic info count, announcer reading off list of events taking place each day and where—such as charity bazaar, dinners, etc. Program precedes daily save Sundays. There's a novelty crack on period, and guest stars are brought down from N. Y. or from other burgs on weekly basis. Tommy McLaughlin, NBC warbler, is due to today to inaugurate the series of out-of-town entertainers. Ray Heatherton slated for next week. Account placed by Joseph Katz agency.

Other suds account on WFBZ is half-hour weekly mystery drama program for Gunther Brew. Serial is penned by Mrs. Margaret Sanger, N. Y. novelist, and the programs, originating in studios of WFBZ, are to be piped over to WRC, Washington, and carried. The last is peddled in both burgs. Act snatching programs recruited here from little theatre circles; the serial is called 'Black Moon.' Account set by J. J. Golden, and it is the initial live talent drama series on commercial scale ever aired in Balto.

## 'Pause That Refreshes'

Title devised by Coca Cola for its half-hour Friday night program on NBC's red (WEAF) link starting this week (21) is a twist on the firm's slogan. Slogan is being billed as 'The Pause That Refreshes on the Air.'

A Frank Black studio combo and a mixed chorus has the entertainment assignment. Walter Craig, as production man, acts for D'Arcy agency.

## RENAULT CHAMPAGNE ON WIP

Philadelphia, Dec. 17. Renault Champagne, the Egg Harbor (N. J.) winery, which has escaped local radio contacts for the period of repeal, finally succumbed to WIP for two 15-minute musical shows weekly, to debut Wednesday (19) at 8 p.m.

Program, using Leo Zollo's 14-piece unit, will air from the Ben Franklin hotel where the band departs itself nightly. On the talent list is the team of Pat and Patty, a song-chatter duo, recently discovered by Ben Gimbel. Show is said to be a test for air reaction, with the client looking for national release early next season.

## WJIM, LANSING, SEES FIRE FROM WINDOWS

Lansing, Mich., Dec. 17. WJIM, Lansing outlet of the Michigan Radio network and located opposite the Kern hotel, was in a direct position to air details of the fire which destroyed that hostelry last week. The conflagration started shortly before the station opened in the morning, and within a few minutes engineers were telephoning news bulletins into WXTZ, Detroit key station of the web. Regular flashes were then carried out from there.

Later in the day, a special broadcast was given in which several persons who escaped were interviewed. Fireman fighting the blaze were also brought before the microphone, for first-hand description. Other details of the tragedy were carried for two days afterwards.

## GEORGE BEULER

BARITONE  
Soloist with Tastyest Every Sunday, 12-12:30 P.M. WJZ  
Representative  
ROCKE PRODUCTIONS

## WANTED:

Experienced Radio Master of Commercially Comedian Capable of Ad-Libbing Comedy Material to Fit Required Commercials for Early Morning Program New on the Air.

No Novices or Amateurs Wanted  
Apply in Writing, Listing Experience  
BOX 17, VARIETY  
NEW YORK

## GEORGE GIVOT

THE GREEK AMBASSADOR OF GOOD WILL  
TOURING  
DELUXE THEATRES

Personal Director  
FRANKIE  
111 Broadway, New York

## fred allen's

"TOWN HALL...TODAY!"  
at  
ROSE OF SMILES  
with  
PORTLAND ROSSA  
LIONEL STANLEY  
JOHN BROWN  
MIRVANA FLORE  
EILEEN DOUGLAS  
Material by Fred Allen and  
Harvey Kurtzman  
Management, Walter Batchelor  
Wednesday  
8-10 P.M. WJZ WEAF

## LEON BELASCO

ARMOUR HOUR  
FRIDAY, 10-10:30 P.M.  
MONTY, CASINO DE CARRE  
Broadcasting—Coast-to-Coast—CBS  
Direction, HERMAN BERNIE  
1610 Broadway, New York

EMERSON GILL  
AND ORCHESTRA  
HOTEL WEBSTER HALL  
DETROIT  
MCA DIRECTION

**HERB KINGSLEY and VICKI CHASE**  
WABC  
Saturday Nites at Night  
**ROXY REVUE**  
Also Spelling Betsy Northam, Phil, Dec. 24—Doubting Angella, Phil, Dec. 24  
Special Arrangements and Material  
Exclusively by  
**JEAN PAUREL**  
Direction, WM, MOBILE

**LEITH STEVENS**  
CONDUCTOR  
**PINAUD PROGRAM**  
Every Saturday Evening at 8 P.M. WABC  
SPECIAL BROADCAST  
of Leith Stevens Remembers  
Thursday, Dec. 18, 8-8:30, WABC  
Exclusive Management Columbia Broadcasting System

**TASTYEST STARRING SAM HEARN**  
Every Sunday at Noon for 30 Minutes WJZ  
Management: ROCKE PRODUCTIONS

**Jack and Loretta Clemens**  
WEAF  
9:30-10:30 P.M.  
Saturdays  
**IVORY SOAP**  
... Direction  
NBC Artist Bureau and  
Sam Rocke Productions

**Tommy "Ceeli" MACK**  
ON TOUR  
DE LUXE THEATRES  
Management  
HERMAN BERNIE  
1610 Broadway, New York

**MARTHA MEARS**  
COLGATE HOUSE PARTY, MONDAY, 9:30 P.M. RED NETWORK, WEAF  
ARMOUR, FRIDAY, 9:30 P.M. BLUE NETWORK, WJZ  
WEDNESDAY, 4 P.M. RED NETWORK, WEAF  
SUNDAY, 1 P.M. RED NETWORK, WEAF  
Management: NBC-Fox Direction Harry Lutzke

## Inside Stuff—Radio

**A. B. H. Maie**, British Broadcasting System official, has made a book (Lippincott, \$2.50) of his tour of America in late 1933. At that time Maie was sent to the States by the British radio organization for a tour of four months. Each week along the route Maie broadcast a report of his findings, which was relayed by short wave to London. NBC co-operated.

Book is an amplification of the broadcasts. As light reading it's diverting. Style is simple with Maie's perceptive eye and sense of humor helping to make it readable.

Several inside stories are divulged. William Hard laid out Maie's itinerary from south to north, which worked out all wrong as to weather. M. H. Aylesworth was full of misinformation about English radio due to a member of Parliament's previous bum steers.

John Royal and Margaret Cuthbert (to whom the book is dedicated) were the path-clearers for the British Columbian. Maie wrongly states that American radio stars get much bigger salaries than Hollywood film stars.

**Mystery Chief**, who signs off December 21 on his present twice-weekly morning swing over the NBC for the Davis Baking Company after five years' sponsoring by that concern, is building up to a farewell by hints to the listening audience that he will be heard on another and bigger, program under different auspices. He says that he hopes "shortly to reach every home in the United States which has a radio; whereas the present series of broadcasts go out to 'only ten or twelve cities.' The Mystery Chief expresses, on the air, his appreciation to the Davis Company for the pleasant relations which have existed between him and it.

Unusual for a sponsor to permit an artist to begin air-plugging for another program while he is still working under contract; also to have attention drawn on each broadcast for a month before the fadeout to the exact date of the finale.

In addition to laying the groundwork for a switch of the ethereal congregation to his new program, the Mystery Chief is plugging, on the Davis Company show, his recently-published 384-page, "The Mystery Chef's Own Cook Book."

**Marshall Field** department store, Chicago, this week goes on WBBM, the Columbia station, for the continuation of its morning Musical Clock program brought over from KYW now in Philadelphia.

In order to get the Field account WBBM was forced to cancel the Armour company which had the program period each morning. Move is destined, according to radio men, to widen the long-standing breach between CBS-WBBM and the Lord & Thomas agency which handles Armour. CBS and WBBM have for several years been trying to crack into Lord & Thomas' accounts but with little success. WBBM has carried a couple of Lord & Thomas accounts, principally Lavena, but both the station and the network believe that the agency gave the business to WBBM only when forced to and cancels accounts as soon as possible. WBBM and CBS have for several years been trying to crack into Lord & Thomas' accounts but with little success. WBBM has carried a couple of Lord & Thomas accounts, principally Lavena, but both the station and the network believe that the agency gave the business to WBBM only when forced to and cancels accounts as soon as possible. WBBM and CBS have for several years been trying to crack into Lord & Thomas' accounts but with little success. WBBM has carried a couple of Lord & Thomas accounts, principally Lavena, but both the station and the network believe that the agency gave the business to WBBM only when forced to and cancels accounts as soon as possible.

Among the press releases mailed to Philadelphia radio scribes last week by WCAU was the following subtle jibe in search of a stray inopportunist: "Paul Douglas, now of the CBS announcing staff in New York, visited Philly last week and had lunch with several members of the WCAU staff, yet he never comes near the studio. Some of his old friends are wondering if the N. Y. announcing has at last reached his head, and is forgetting some of the old fellows who helped him in the early days."

The sole local comment on the tale was squibbed by Dot Love, ether ed. of the Daily (Phila.) News, who printed: "The staff of the station which fired Paul Douglas a couple of years ago expresses amazement that Paul actually comes to town and doesn't drop in for a visit. Paul, who has made good on the Columbia network, really should drop in and thank the boys for getting rid of him—it gave him his big chance—"

Recent radio appeal sent out by Maj. Bowes on his WHN amateur hour to save the life of Stanley Walker, 31, at New York City hospital on Dec. 11 had more than 800 applicants rushing to the spot. Mob stormed the hospital right after the message was broadcast. Many came with gloves rolled up ready to under the blood test immediately.

Hospital staff was enraged at the intrusion. The switchboard was glutted with incoming calls and with the added excitement in the reception hall, pandemonium was let loose.

Amateur hour was fast ready to go on the air, when one of the sick man's relatives telephoned Maj. Bowes asking if something couldn't be done to save the patient's life. Numerous cab drivers were among those who wanted to submit to the blood transfusion.

Two new NBC programs were born from air songs. "Hurdy Gurdy Man" by Dietz and Schwartz which was in Gibson Family script is name of one to be more or less dramatic in script. Will run a half hour on the air.

"Around the Marble Arch," an English marching tune, also supplied stimulus for another new half-hour session. Panoramic impressions worked in here. Song has been on various B. A. Rolfe programs.

Arde Bulova, of the watch firm bearing that name, is one of the petitioners before the Federal Communications Commission for a Brooklyn, N. Y., wavelength. Bulova is financially interested in WNEW, New York, although not an official of the station. This is because of Milton Blow, president of the station, also handling the Bulova account via the Blow ad agency.

Lincoln newspaper radio columnist, instructed to ignore the local action as much as possible, because of the intense feeling between the two advertising mediums, took it out on the KFAB 10th anniversary. Press material said the program was to celebrate the rise from 250 to 5,000 watts.

"So watt," cracks the columnist.

Some eyebrow-raising within radio circles over the explanation of one of the networks of the promotional brochure issued in October with some bellyhoo. Subsequently the stunt boomeranged embarrassingly; whereupon the explanation was made that it was privately gotten up and published by a network employee and was not an official publication.

Cecil, Warwick & Cecil advertising agency, in sending out a selection of Grace Moore photographs to newspapers on behalf of the Victor Chemical program, appends a note telling editors the star is hot copy because of her recent motion picture, "One Night of Love."

## Tarzan's Clamor Wins; Use High School Paper Editors in Syracuse

Syracuse, Dec. 17.

Avant-garde of protests by telephone and mail returned 'Tarzan' to WFLB's lineup after a week's lapse. First day that show was dropped, two trucks were required to handle the kluge, and there was a steady follow-up for the remainder of the week. Cortland Baking Company, of Cortland, N. Y., is the sponsor of the broadcasts, now spotted three times a week—Mondays, Wednesdays and Fridays, at 5-5:15 p. m.

New idea to strengthen juvenile interest in 'Tarzan' brings editors of vicinity high school papers before the mike at the conclusion of each program to spotlight school activities.

## Kaltenborn Tells Em

(Continued from page 37)

Yankee Network's policy of limiting details.

Radio and newspapers both have been too free in their description of successful police methods. Kaltenborn said, but for this the police, with their desire for widespread publicity, are responsible.

Predicting there will be "tremendous" pressure for the "privileges" of broadcasting trials of important criminal cases, Kaltenborn said judicial authorities soon will be confronted with the necessity of fixing a policy and must decide whether broadcasting will be helpful or harmful, detract from the court's dignity, make judges and attorneys concentrate on radio audience instead of on justice, will help prevent crime or stimulate an unhealthy interest in crime and criminals.

I listened carefully to a New York Traffic Court broadcast the other day and was not impressed with its value," the broadcaster said. "As a former newspaper reporter familiar with procedure in the minor courts I recognized that the judge was patently conscious that the great world outside was hanging breathlessly upon his judicial words. His ego was rampant, his insincerity was manifest, and while the attendant publicity probably persuaded him to temper justice with mercy, there was grave doubt in my mind as to the social value of the broadcast."

Crime prevention programs initiated by a number of stations have proved beneficial, Kaltenborn said, but the value of such features depends on the manner in which the programs are handled.

Remarking that the chief indictment of radio results from disappearance of crime drama, Kaltenborn noted that no competent study has been made into the effect of radio drama on children, and concluded from personal observation that the chief indictment against these dramas does not concern their relation to crime, but grows out of the fact that they are too exciting, which is another way of saying that when radio presents adventure, crime, or mystery, it does too good a job.

## Pickards in Philly

Philadelphia, Dec. 17.

Pickard Family, standard hill-billy act for many seasons, will move from the west this week to take a daily series on KYW, Philly.

Pickards replace another show of like nature, the Susquehanna Mountaineers, under the sponsorship of Drug Products, Inc.

## Anderson-Cramer Bid

Council Bluffs, Ia., Dec. 17.

Revival of the Carter La radio station is seen in the application of Gordon Anderson, Council Bluffs, and W. L. Cramer, Kansas City, Mo., to the Federal Communications Commission seeking permission to construct a new 100-watt transmitting station at this point.

To be spotted in Nebraska territory to get away from excess facilities ban now applicable to Iowa.

## AUDIENCE PROGRAMS

(VARIETY PRINTS HEREWIT A LIST OF THE PROGRAMS BROADCAST IN NEW YORK CITY BEFORE AUDIENCES, APPROXIMATELY 95,000 FREE DUCATS ARE DISTRIBUTED WEEKLY TO THOSE WHO FREE SHOWS.)

## Easy Aces' Lay-Off

'Easy Aces', who went off Columbia last Friday night (14), will return to a mainline schedule on the same web Jan. 7. Interim is being spent by Goodman and Jane Ace in Florida with salary.

New spots contracted for the script act by Jack Salts are Monday, Tuesday, Wednesday and Thursday, 2:45 to 4 p. m. EST.

## Hillebrand on WHN

Fred Hillebrand is to m.c. a new music show for Michaels' Bros. over WHN, New York. First commercial for the former musical comedy headliner.

Program to present elaborated versions of pop tunes. Hillebrand in for a song now and then besides impressive duties.

## Hawaiian Exec Shifts

Honolulu, Dec. 17.

Webster Edwards steps up as station manager of KGMB, succeeding A. Henley, who will continue his importing business. Edwards was formerly program manager of KGU, another Honolulu station. KGMB is Hawaiian outlet of Columbia.

## Heller Goes West-West

Chicago, Dec. 17.

Little Jackie Heller taken on another commercial on Jan. 14 and one in which he will top the billing. Will be sponsored by Chappell Brothers for its Ken-L-Nation product.

Will hit once weekly in the evening and backed by an orchestra directed by Harry Kogen. This commercial figured to stall the contemplated shift of Heller to New York for some time.

## WFBL Gets Permish

Syracuse, Dec. 17.

Federal Radio Commission has authorized WFBL (CBS) to increase its daytime power from 2,500 to 5,000 watts.

Only slight changes in the station's equipment in the Onondaga hotel studios will be necessary, the transmitter being designed for the higher wattage.

## Girl F. A.'s Program

Syracuse, Dec. 17.

Syracuse's first—and only—radio station p.a., Katherine Cuff, turns artist for a new WFBL program, "Radio Press Book," heard for the first time today.

Broadcast will be a regular Monday show at 6:45 p. m. Program will spotlight Columbia and local radio news.

Fred Lane has joined the announcing staff of the Northern California Broadcasting System. He will serve as alternate announcer on KJBS, San Francisco, and KQW, San Jose. He was formerly with KFAC, Hollywood.

## COLUMBIA

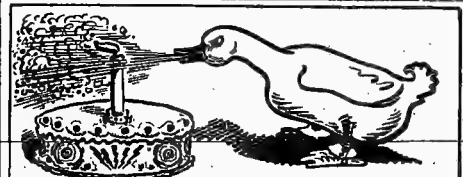
Bond Bread  
Golf Headliners  
Jean-A-Mint  
Cherish  
Bayer Aspirin  
Chevrolet  
Roadways to Romance  
Ford Motor  
Corn Products  
Red Devil  
Phillips Dental  
Camel  
Ki-So-Doi  
Roxie and His Gang

## NBC

NBC Music Guild  
Plantation Echoes  
King Crime Cases  
Red Devils  
Lanny Ross' Log Cabin  
20,000 Years in Sing Sing  
Vince  
Mollie Show  
Death Valley Days  
Music Appreciation  
Bromo Seltzer  
Radio City Party  
Tastyest  
Sherlock Holmes  
"Kisses and Dreams"  
American Bosch  
Spratts program  
Spartan Trolleys  
Jello  
Bakers program  
General Motors  
Studebaker Champs  
Voice of Firestone  
A. & P. Gypies  
Cafeteria House Party  
Phillip Morris  
Texaco  
Palmolive Beauty Box  
Phillip Morris repeat  
Fred Allen  
Fleischmann Yeast  
Maxwell House Showboat  
Kraft Music Hall  
Maglo of Speech  
Theatre of Tomorrow  
Fox Film Trampers  
Cities Service  
Waite Time  
U. S. Tobacco  
Swift Hour  
Smith Brothers  
Gibson Family  
Let's Dance  
Children's Hour  
Empire Gold  
Waite  
Little Miss Bab-O  
Catholic Hour  
Chase & Sanborn  
Manhattan Merry-Go-Round  
Pontiac program

## WOR

Sweet Cane  
Maverick Jim  
The Amateurs  
Affairs of Roland  
Music-Memory Book  
Golden Town  
Paul Gulick  
Frank and Flo  
Spotlight Review  
Three B's  
Bamberger Symphony.



**THANK YOU! JOE PENNER**  
FOR THE PRIVILEGE AND OPPORTUNITY  
OF WRITING AND COLLABORATING WITH YOU  
ON YOUR FIRST FIFTY PROGRAMS FOR THE  
BAKERS' BROADCAST  
**PARKE LEVY**

## DOUGLAS

**STANBURY**

## Featured Soloist

**CHASE & SANBORN HOUR**

—BARITONE OF CHICAGO OPERA CO.

WEAF—Coast-to-Coast Network

SUNDAYS—8 to 9 P.M. EST

Executive Management

GEORGE E. L. WORTH

Hotel Park Plaza

70 West 77th Street

EDictest 2-3700

# Hollywood Growing Up

## Getting Cocktail Parties, Just Like Other Regular Cities

Hollywood, Dec. 17.

Hollywood and Los Angeles are beginning to turn sophisticated. Post-prohibition desire and liberal liquor laws has the Derby and Al Leno Tavern getting ready to install cocktail bars, the first in town. Derby will utilize the back private room, and Leno is taking over the Stanley Rose book store next door.

Opening of a cocktail bar is no great event in any community outside of here, where it has been impossible to get a drink except in bootleg joints for years. Even with prohibition repealed, due to local laws, it has been impossible to get a drink until now. Local snoots and blue laws have held the open service of liquor in abeyance until everyone had okayed the repeal.

Due to the scattered business districts of this town, hotels are not going strong for the cocktail party idea. Biltmore, Ambassador and Roosevelt are the only ones taking it seriously, but they are the only hotels in town with figured lobbies after 10 p. m.

Derby and Leno's night room spots will be popular due to the close proximity of the studios and Hollywood shopping district, plus the added attraction of their picture personality patronage.

Only other section that feels cocktail bars will be popular is the class Wilshire shopping district. Downtown Los Angeles hasn't given them a second thought, for downtown L. A. is strictly a beer drinking locality.

## Chertok Quits as M-G

### Music Head, May Go to WB; Axt East on Radio

Hollywood, Dec. 17.

Resignation of Yusef Chertok as head of Metro's music department is believed to be but a forerunner of his next move, that of checking in at Warners to supervise the music on Cosmopolitan pictures.

William Axt, Metro musical director, has also left the studio and leaves next week for the east and a possible radio connection.

## Gov. Sponsored Concert

### Opens in N. Carolina

Washington, Dec. 17.

New federal-state venture in the concert field was launched last week in North Carolina when the first of five symphony concerts was presented at Winston-Salem under the sponsorship of the N. C. Emergency Relief Administration. Federal authorities are watching the plan with deep interest, and it is probable other states will be urged to take up the program.

Designed as a means of providing relief for needy musicians, the plan calls for a series of concerts by an orchestra of artists financially directed by Lamar Stringfield. Members were examined by Stringfield and local relief administrators before being engaged. Weekly wages vary between \$15 and \$18.50 for musicians and \$28.85 for the director.

Orchestra, which includes a little symphony group and a chamber music group, has performed in various cities of the state and has the backing of North Carolina University.

Company includes seven principal players, two assistant managers, two field managers, librarian, and five stenographers.

## Kern Ducking

Hollywood, Dec. 17.

Dinner and banquet to honor Jerome Kern, originally planned for last night of Dec. 18 by the western division of the Song Writers' Protective Ass'n, has been postponed until after the holidays at guest of honor's request. Kern did not want the function to interfere with holiday plans of the tunesmiths.

Irving Berlin and Oscar Hammerstein 2d head the arrangement committee. L. Wolfe Gilbert will be toastmaster.

## On the Burn

Tin Pan Alley is now in the

times of a "hot" cycle. Recent song releases which contain the word "fire" include "The Face in the Fireplace" (Shapiro), "Where There's Smoke There's Fire" (Santley), "The Rainbow in the Flame of an Old Log Fire" (Crawford) and "An Old Log Cabin by the Fire" (Santley).

## MPPA Breaks

### With E. & V. W.

## Over Folios

Music "Publishers' Protective Association" has withdrawn its sanction of the lyric folio publishing enterprise of Engel-Van Wiseman.

Songwriters' Protective Association is expected to take similar action at its next meeting of its executive council. MPPA's move brought to a close the controversy over the folio issue that has been raging in its ranks for nearly eight years. Engel-Van Wiseman project had been strenuously opposed on the grounds it had failed either to suppress the peddlers of "bootleg" song sheets or to stimulate the sale sheet music.

Opposition contended that the officially backed folio had not only flopped in these two directions, but that the flooding of the market with millions of E-Van W. nickel folios have proved a boomerang to the sheet music counters.

In the eight months that Engel & Van Wiseman has been operating with the connivance of the MPPA it has, according to an accounting made to the MPPA last week, published close to 6,000,000 folios. The releases have amounted to nine issues, with each issue ranging between 550,000 and 600,000 copies.

Engel-Van Wiseman's intention to continue with the folio idea by buying the lyric reprint rights direct from the individual which will bring this firm into bidding competition with the Dell Publishing Co.'s "Popular Songs," Engel-Van Wiseman also publishes a dime mag devoted to articles about song writing and reprints of non-copyrighted melodies.

At a meeting of the SPA's council recently it was decided to defer closing down on the S-Van W folio until the latter had turned in an accounting of its song folio distribution.

Opposition to the folio project on the advisability of issuing a ban against any form of lyric reprinting, with this applying to both the Engel-Van Wiseman and Dell Publishing propositions.

## HER FAN SLIPPED

Loma Smith Fined for 'Exposure' in Altona Pinch

Altona, Dec. 18.

Fan dancers still get pinched in Altona. Loma Smith, Pittsburgh, appearing in a local dine and dance spot, spent \$28.80 on a charge and a forfeited dance. The prosecution asked \$15.00 on charges of promoting an indecent show. The dancer defended herself by telling the police court magistrate, "Your honor, these fans are hard to hold anyway and if one of them got away from me, could I help it? I had on clothing, but it was a special kind of the impression that it doesn't exist."

## Kleenex on Web

Chicago, Dec. 17.

Lord & Thomas agency is expanding the "Story of Mary Martin" for the Kleenex account from a radio play to a NBC broadcast. Will hit soon on a noon-hour broadcast on the NBC basic, mountain and coast wires.

Decision to spread the show followed a sale on the part of the Lord & Thomas with the returns being far above expectations.

## Dreyfus Back

Max Dreyfus, vet music man and head of the International Harms music pub enterprise, spent three days in his office last week and is again at his desk this week.

Dreyfus was confined to his home at Riverwood N. Y. for over three months with illness which depuized all his activities to his staff.

## OMAHA NITERIES WAIT ON REPEAL

Omaha, Dec. 17.

Three major developments which will materially brighten the aura of the local nite club situation are just now await action of the state legislature regarding repeal. State has a prohibition law until the new year, and legislative committee is already considering several means by which liquor may be legally marketed. No one plan is yet favored, but committee is heavily eyeing the liquor store method which would put a ban on any further nite club ventures.

Chief deal will be that by which Ralph D. Goldberg will convert one of his two downtown theatres, Town and State, into a big-time nite. State had been closed for several months and Town is operating under difficulty, mainly with operators' union. Recent deal between Goldberg and Blank took the World, entirely out of former's hands.

Other projects pending include the Brandeis Tea Room, atop the department store of the same name, which closed some six years ago, and the Athletic Club Roof Garden, for which two outside interests are reported angling. Latter deal is held up by owners who want to lease entire building instead of just the roof. All waits on the legislature meeting in January.

## Balto Catholic Rev.'s

### Editorial Campaign

### Closes Pansy Club

Baltimore, Dec. 17.

An editorial campaign against an open written named The Pansy Club in the Baltimore Catholic Review, church news weekly printed for Balto and Washington, has forced the shrouding of the joint, first in this town, with floor show composed of female impersonators.

In an editorial the paper demanded that police shut the spot. The billing came down soon after, and the club's operators were removed also. The weekly also demanded that the spot's liquor license be revoked; this was done last week. It was announced that current is the last week place will exist.

Ralph Miller is the operator.

## Negro Composer Back

### As Whiteman Soloist

Reginald Foresythe, American colored composer who went to London to make good, arrives in New York Dec. 20 to be presented by Paul Whiteman as a guest artist on Whiteman's Kraft program.

Foresythe's unique compositions, only titled as all Negroes, were written by Whiteman for Victor. His first, "Serenade for a Wealthy Widow," was already waxed, Irwin Dash publishes Foresythe abroad and Robbins Music has the rights in America.

## Chi Victor Lab Expands

Chicago, Dec. 17.

Bill Young, Chicago RCA Victor recording studio here in the Merchandise Mart. Adding two studios plus two new recording sets. Has brought in a new engineer from the Camden plant and now has a staff of four recorders.

## LOPEZ ON REBOUND

Hollywood, Dec. 17.

Vincent Lopez band is barnstorming east after failing to land berth in Universal's vaudeville act. Lopez was originally scheduled to return to the Beverly-Wilshire here if the picture job materialized.

## Stores Reject Publishers' Shipping Bureau Proposal; More Outlets Shut

### Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country networks last week, in relative standing, according to the number of combined plugs on WEAF, WJZ, WABO and WMCA.

Stay Sweet as You Are  
Continental  
Winter Wonderland  
Santa's Coming to Town  
Dancing With Shadow  
Object of Affections  
Hands  
Diffidence Day Made  
Invitation to Dance  
Earful of Music  
Be Still My Heart  
Jinx in January  
Out in the Cold  
Pop Goes Your Heart  
Follow Secret Heart  
Believe It Beloved  
Night of Love  
Alabama  
Flirtation Walk  
Love Just Around Corner  
P. S.—I Love You  
Take Number One is 10  
Where There's Smoke  
Am I to Blame?  
Mr. and Mrs. Is Name.

## \$10,000 NET FOR WHITEMAN IN MONT'L

Paul Whiteman unit plays a five-day stand at the Mount Royal, Montreal, opening Dec. 28 and staying through New Year's. Date calls for \$10,000 net.

Booking was handled direct by Jack Lavin, Whiteman's manager.

## MUSIC PROS ELECT MOSE GUMBLE PRES

Mose Gumble was elected president of the Professional Music Men, Inc. at a meeting and luncheon held at the Astor Saturday (15).

By the publishers' contest. Other officers picked were Johnny White, 1st v.p.; Rocco Vocco, 2nd v.p.; Joe Santly, 3d v.p.; Benny Bloom, treas.; Mickey Addy, recording sec.; Harry Lieberman, sec. John Green, agent-at-arms; and Elmer White, editor.

Picked for trustees were Bob Miller, Lester Santly, Jack Ritchie, Max Stock and George Joy, while the new board of governors now consists of Addy, Britt, Jules Von Tilzer, Frank Kelton, Phil Davis and Lester Santly.

To help bolster the organization's exchequer a theatre party will be tossed at the Hotel Feb. 17. John Tappe is chairman of the committee in charge.

## Musicians Underwrite

### L. A. Concerts vs. Loss

Los Angeles, Dec. 17.

Having entered into a contractual agreement with the Southern California Symphony association covering concerts in the Philharmonic auditorium this winter and in the Hollywood Bowl during the summer, Musicians' local, 47, is guaranteed the association against loss up to \$1,000.

This is first time musicians local has underwritten a musical venture of this type.

## Selvin's New Berth

Ben Selvin, radio maestro and former recording manager for Columbia Phonograph, has become director for the recording division of Associated Music Publishers, Inc.

Syndicate stores last week flatly rejected the publishers' proposal that the former undertake to operate their own shipping bureau. Besides tossing the problem of finding a way out of the dilemma back into the laps of the publishing trade, the chains shut down an additional raft of music counters.

Leading pop publishers met at the offices of Music Publishers Protective Association yesterday (Monday) to discuss the next move.

Sam Braverman, head of the music division of the Nipper Bros. stores, Thursday (13) advised John G. Paine that his organization had put out of operation the music departments in 14 stores and that action on the remaining outlets of the chain would be withheld until after January inventory. Kresge link has closed 60 counters, since advising the pop publishing trade four weeks ago to either set up a warehousing organization to service the chain store or stand the loss of business from most of the chain outlets. Publishers answered this ultimatum by suggesting that the chains themselves assume the management and expense of the central shipping bureau.

Publishers shipping exclusively through the Maurice Richmond stores, Thursday (13) have taken the attitude that they are not concerned with the situation created by the chains, although they agree that the trade should do something to prevent the further loss of syndicate outlets.

It had been hoped that Max Mayer and Richmond would get together on a merger of their chain operations and thereby clear the way for those publishers who are bound by the agreement obtained by Mayer when he settled the conspiracy suit he had brought against them. Under the terms of the settlement agreement these publishers are barred from selling to any one at prices lower than those accorded Mayer.

## RICHMOND SYMPH ONLY \$2,500 FROM BREAKING

Richmond, Va., Dec. 17.

Richmond symphony orchestra completed a season of six weeks Dec. 16—was the third year of the orchestra, which came within \$2,500 of paying its way on a \$35,000 budget for performances.

Enterprise is financed by a large group of Richmond citizens and business houses. Wheeler Beckett is conductor and Leonid Bolotine, former assistant concert master of the San Francisco orchestra, was concert-master this year, succeeding the late Arthur Wisk.

Sentinel series of formal and five junior concerts in Richmond, six out-of-town appearances, three of these at the University of Virginia at Charlottesville.

Orchestra is composed of 75 professional musicians, about 50 of whom were recruited in New York in 1932 and have become fixtures.

## Hazen Exonerated

Burlington, Vt., Dec. 17.

Floyd Hazen, leader of the Boston Blue Notes orchestra, at the Hotel Vermont, has been exonerated of charges of being connected with an extortion plot in Vergennes, Vt.

Hazen was in that city recently overheard in an American Legion officials on a New Year's Eve dance. State officials checking up on out-of-state cars took him into custody for questioning the following day.

## Disk Trade-Ins

Altona, Dec. 17.

An RCA-Victor sponsored plan by which local schools through the collection of used Victor records, might receive one of three sizes of radio-Victrolas has been given a big play locally through the local dealer.

The three high schools and a number of the grade schools have received machines, trucks making trips from New York, N. Y. to return records to the factory. No information concerning the plan behind the offer has been given the schools.



# Disk Reviews

By Abel Green

## Ruth Etting

Two musical ditties in Miss Etting's usually expected interpretation of an essentially dance tune such as "Needle in a Haystack" from "Gay Divorce." "Stay As You Are" from "College Rhythm" and better still in the ballad category and better attuned to the "sweetness" rich soprano. Columbia 2970.

## Kate Smith

"Stay As Sweet" again, this time under the Kate Smith treatment, coupled with "I'm Growing Fonder of You" accompanied by her Swane music. In like manner "When My Ship Comes In" from "Kid Millions" and "The Continental" from "Divorce." More musical hits, latter further fortified by the outstanding Trio as vocal background. Decca 276-8.

## Gertrude Niesen

Miss Niesen is also partial to "Continental," doing it more spirited and bolder, backed up the dramatic "Be Still, My Love" and ballad, novelty orchestrated and interpreted on Columbia 2972. A nifty sweet brass in the accompaniment.

## Geraldo's Gauchos

Pip tango music abroad and Columbia 2983 released on this side. Geraldo and his Gauchos Tango orchestra do tricks with Sanyo-Rafael's "Madonna" in a charming international hit. The already popular fox-trot, getting to be as well in America as in Europe, is "The Madone" (Gross-Kennedy) is done in tango arrangement on the reverse. Both with vocals and very nice, too.

## Irving Aaronson

Aaronson and his Commanders are marking a fast comeback both on the air, and in person, and cement their nice impression with "Let's Be Thankful," one of the better fox-trots, backed by an Old Red Cabin, one of those corny numbers that usually emerges economically successful, despite all other Broadway capital. Dick Davis and Skippy Carlstrom assist in the vocal interpretations to fortify a bit of emotion. Victor 2483. Another nice Aaronson couplet on No. 2989 is "Me Without You," Robin-Gensler's number from "One Hour Late" with the "Traction Walk" from the film of that name. Dixon and Louis still are assisting vocalists.

## Landi, Trill & White with Orchestra

Nonsense waltzes by this radio team, backed by their Violation orchestra. "The Animal Trainer" is of "Flying Tapes" pattern-as is "Not No A Thousand Times." Another hole in the wall, the 1934 spoofery manner which the vocalists and their aggregation get across nicely on Victor 2484.

## Paul Pendarvis

From Chi comes this very danceable couplet on Columbia 2973. The four selections (two disks) constitute a good sample of their brand of "rhythm" music. "The Love of My Affection" is Jimmie Grier's, Coast hit backed by Mississippi Honey-moon, from "Gay Bride." Eddie McVay and Paul Pendarvis sing the vocals. "A Little Angel Told Me So" (Ceslow) is another picture song backed by "The God of An Invitation to a Dance," novelty by that songwriting novelty threesome, Symos-Nelburg-Levinson. All done in ultra manner.

## Everett Marshall

This musical comedy baritone has gone somewhat "dumb" in the desire to dip up tunes suited to his resonant vocal delivery. From "As Thousands Kissed" he has dug up more of "Incidental" Irving Berlin called "Lonely Heart" and given it unusual distinction and vocal ecstacy. It's on a 12-inch Decca disc with full orchestra accompaniment and Jack Jennings featured for his unique trombone solo, and "Incidental" with full orchestra from the short-lived 1934 "Blackbirds" edition, titled "Let Me Be Born Again." The Cavalier and his quartet backs up Marshall in this. Decca No. 15022.

## Roy Fox

Fox is one of several American jazz beaus who had to go to London to make good. With his band Fox is quite a "hot" act, and his shows how on Decca 175 with the fox-trot transcription of the melodic "Red Serenade" and "My Love and Grand-Linda." Backer-upper is "Swaller Tail Coat," a novelty quick by Eddie Miller. Roy Fox and his vocal honors and Fox registers in toto with the terms.

## Red Norvo

Red Norvo and his Swing Septet will sell big in the campus belt undoubtedly. It's nifty enough in the 1934 manner, revivifying "Dear, Dear," and "Tomboy," with which Norvo and his henchmen do jazz tricks on Columbia 2972.

# Ottawa Supplants Hull

Ottawa, Dec. 17.

Once upon a time when Quebec was wet and Ontario was dry, the boys in Ottawa used to troop across the river to Hull to the Quebec side for liquid inspiration. The taverns and clubs around Hull, with their floor shows and vandyville, enjoyed heavy patronage from the Canadian capital.

Last August Ontario went as wet as Quebec had ever been, and now the shoe is on the other foot, particularly as a result of an order from the Quebec Liquor Commission that all floor shows and night club entertainment will be taboo around Hull and in other Quebec centers after December 22.

It's a tough blow for the night clubs across the river with Ottawa establishments now running in full swing. Hull clubs were presenting real attractions. Further acts are being cancelled.

## B.B.B. McVing's Clubs

### Famly's Fla. Hotel

Jacobs Family, which runs Alamac hotel at Lake Hopatcong, N. J., is opening a similarly-named hotel at Miami Beach.

B.B.B. is going in as m.c., with a small dance combo.

### Suing Sisale

Cincinnati, Dec. 17.

Suit for \$2,500 damage against Niole Sisale was filed in Common Pleas Court last week, while Sisale was playing at Greystone ballroom, by Onah L. Spencer, local resident. He alleges he is the author and copyright holder of "The Romantic Evolution of Jazz," which he charges, Sisale and other produced as a parent in Chicago last August. Spencer claims that last June he and Sisale entered into a contract to collaborate on a new play, "Oh, Sing a New Song" which, he contends, was presented in large part by Sisale and others in the Windy City.

## 'Nother Cafe-Theatre

Little Picture House on East 50th street, New York, recently shuttered, becomes one of those cabaret-theatres in January.

Operators will be Nick Proun, former owner of the Simpson club, and Arnold Rosfeld, long associated with Barney Gallant's Greenwich Village niteries.

## Whites for Harlem

Opening of Harlem Moon, new dancing-dance spot in West 125th street, New York, by William McAvoy, is scheduled for Dec. 22, with a no cover, no minimum policy.

McAvoy will present an all white show, an innovation in this district. Saxie Holtzworth is producing the show, which will include Pay-Pierce, Joe Forbes, Jenn Castle, Ted and Catherine Andrews, Hardman, Castle and Porter (Three Melody Boys) and Don Zito orchestra.

## Valley Club Reopens

Hollywood, Dec. 17.

Dark for several months, Club Atrium, in the San Fernando valley, reopens Dec. 20 at the Club Continental.

Frankie Masters hand placed in spot.

## CLUB IN A BARREL

A new night spot, Barrel of Fun, adds to New York's fast increasing list Saturday (22), with a floor show including Henry Youngman, m.c., Lewis and Dody, Andy's Aces, an eight-piece colored orchestra and a line of 15.

Place is so constructed that people will have to walk through a huge barrel to enter the club.

## AARONSON AT TRIANON

Chicago, Dec. 17.

Irving Aaronson band comes to Andrew Karas's Trianon ballroom Dec. 21 for a 10-day stay.

Arrives to substitute for Jan Garber band while it heads for a short tour. Garber will be back at the Trianon in time for New Year's eve.

# Film's Colony Club on Prowl for \$100 Payers

Hollywood, Dec. 17.

Colony Club, hangout for the picture mob, is going private with memberships selling at \$100 initiation plus a monthly fee. Attempt is made to get members from outside the picture business.

Also understood that if the Colony is successful as a private club, Dunes, Palm Springs, same operation, will do likewise.

## Crawl Winner Socks

Dubuque, Ia., Dec. 17.

Ralph Kemp, some dancer according to his own admission, got a belated masquerade prize, 10 days in the county jail, after having cleaned up on a night dance spot manager when the latter failed to award prizes as advertised in a frolic night billing.

Kemp and a girl friend spent the dance night waiting expectantly for the prize. No prize, there was a rumpus, the manager disappearing. Kemp met up with him on the street the next day.

# Embassy, N. O., Folds

New Orleans, Dec. 17.

Club Embassy, which was located in the former Suburban Gardens, terraced and primped by an expenditure of \$18,000, just couldn't stand up such a long way out.

Place was deserted and stopped so often it has come to be an open and shut proposition.

## 'Drunkard' Goes South

"The Drunkard" is going to Florida. Same group that performed the old meller in an old East Side church, is booked for 12 weeks at the Coliseum, Miami Beach. Same night club policy with the beer is to be followed.

Max Hart arranged the vacation booking.

## Oscar at Chi Paree

Chicago, Dec. 17.

Paul Oscar brought back to town to "produce" shows for the Chi Paree.

Oscar is just back from Europe. Had previously been in Chicago as production man for Balaban & Katz.

## One More Socialite

Kitty Jarvis, Junior League, now at the Surf Club, New York, is another in the cycle of socialite warblers taking their bit for the covert charges.

Frank Farrell band and Riley and Comfort comprise the regular entertainment.

## GROFE IN CHI

Chicago, Dec. 17.

Florida Grove, comes into the Silver Forest cafe at the Drake hotel Dec. 29 for an indefat stay.

The first appearance in Chi for the Grofe orchestra.

## TOWN CASINO BANKRUPT

John Prete's Town Casino Club, Inc. has been petitioned into involuntary bankruptcy by tradesman-creditors.

This is a class niterery at West 52d street, New York.

## Music Notes

Dick Fiddler's Orchestra will open an indefinite engagement at the Hotel Syracuse Dec. 14. Band comes from Columbus, O., and will broadcast from WSTR.

Mort Dixon and Allie Wrubel number, "Mister and Missus Is the Name," highlighted in Warner's "Flirtation Walk," is the title of a Merry Melody technicolor short by Lewis Schlesinger.

Abe Lyman band opens tomorrow (Wednesday) at the Paradise, N. Y., on the second anniversary of the original premiere of the niterery.

Jacques Lube with a Meyer Davis unit opens Dec. 22 at the Princess hotel, Bermuda.

# L. A. Is Iowa Where Nite Life's Concerned; Still Tote Own Hootch

(Fourth of a series on nite life in the principal cities of the U. S.)

Los Angeles, Dec. 17.

It's the nite. Los Angeles does not know why it is Iowa. Town is strictly Iowa or any spot in the sticks.

It still do not know that prohibition is over. Hit the night spots with their own hootch. That goes for some of the picture mob, too. Town hoots of nothing matter. But with the sophisticated air of the ultra-social and the boredomness that the pic mob get out of the night spots—it's just too bad.

Appears that the locals are strictly by bridge, mah jong, penny gambling and preview picture and wait to haul in the sidewalks before the clock hits the midnight point.

Though the town which has an undefined radius, so far as its boundaries are concerned, and a population of plenty of consequence, as well as celebrities by tons and tons, there seems to be little of the mixing qualities, so far as the locals are concerned. Club after club, or about the celebs when it comes to spending their own coin.

They do not enjoy themselves unmolested, in their so-called ray spots, which shift as often as the placement of an opera prima donna. Occasionally the couple lets him in here or there, but kind of go away disgruntled, because no one wants to be bothered to them, even though they have spent a good chunk of coin.

The social division tops is divided between the Coconut Grove at the Ambassador hotel and the Biltmore Bowl, which Baron Long transformed into a public rendezvous from a ballroom at the Biltmore hotel.

## Grove Still Aces

Grove, which has been wide-spreading from the time of its opening 12 years ago, when the pic stars were in the hands with the topnotch musical aggregation. Currently Ted Florita and his boys are holding forth, with Vels and Yodanis, and the floor music is with their dance routine. Trade here has been fairly good, with top being hit a mile Friday and Saturday nights. Friday the college kids hold forth with their antics and gin bottles, and Saturday the boy who has his one night a week spending money takes the gal friend to give her a taste of luxury.

The old Tuesday night, known as "star night," seem to have dwindled away, but still draw a few of the personalities who generally drop in after the hours. There's a \$1 to week nights, excepting Tuesday and Saturday, when it is a case-and-a-half.

Biltmore Bowl, operating less than a year, got off to a bad start, due to the fact that it was not when it switched to Jimmy Grier and his outfit, with an aggregation of unimportant vaude talent for a floor show, and a small band. Society from Pasadena gives it the play, as well as all the transients, as well as the picture mob. On a \$1.00 dinner, even-though-there-is-a-buck back for covert night except Saturday, when it is sopped up four bits.

## Be-Within-Buffed

Beverly Wilshire, which for some reason or other has miffed, so far as the picture mob is concerned, on a day trade, as the other two spots have no dancing—and that hostility is the chief reason for its popularity. Even, however, seems to be laid out wrong—too posy—and folks just do not seem at all thrilled after an evening there. At present it has one of the best dance aggregations playing in town, headed by Orville Knappp. It's a little short on the floor, but it's in the doldrums and no one aggressive enough to realize that the musical bunch should be exploited.

This is a class niterery at West 52d street, New York.

## At 35c a Drench

This may be given as a reason for the local picture mob's dislike of keep on going to these spots which serve anything, with white or colored water appearance, as hard stuff for an act to 35c a drench. Also a lot of these specks have ingested on with cheap trade, and the picture mob, as a dancer and of course, the usual adagio team. Trade is always one for those spots, some being on the clip and others giving the customers a fair shake for their coin.

When it comes to smartness, Clover is usually the best of the town. Seats little over 200, has a glass dance floor and smart musical aggregation of 10 men, headed by a band leader.

Also has 75-foot bar which is the class of the town and gets a heavy nightly trade, mostly by the pic mob. Currently for entertainment Clover has Nan Blackstone, from the east, who is an expert on foot and in dance routine. Also has a chanteuse, Linda Lee, who coos through the mike as the customers get terselyshoreally inclined.

## Eastern Chef a Factor

Main attraction here is a \$2.50 dinner put on by George Le Maze, who is an expert on foot and in dance routine. Also has a chanteuse, Linda Lee, who coos through the mike as the customers get terselyshoreally inclined.

Also in the club line is the Trocadero, recently opened, which tried to attract trade for food and in dance, but gradually cut to compete with the Clover. This place depends on the picture mob for its main trade, as they still figure food part of hard to digest from the check angle.

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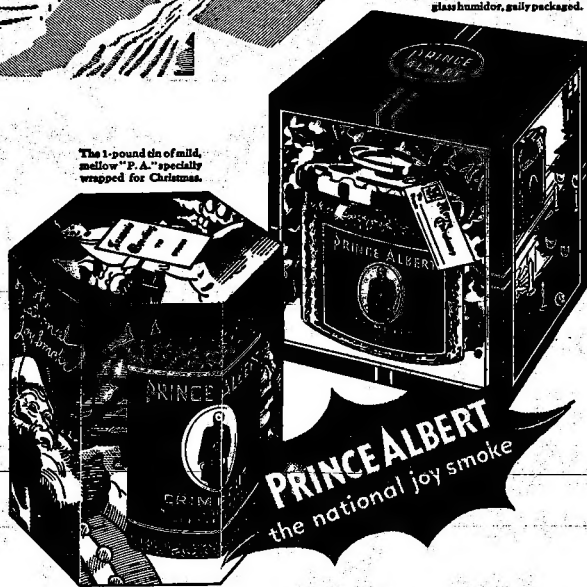
Also in the club line is the Trocadero, recently opened, which tried to attract trade for food and in dance, but gradually cut to compete with the Clover. This place depends on the picture mob for its main trade, as they still figure food part of hard to digest from the check angle.



A pound of Prince Albert in glass humidor, gaily packaged.

● Cigarettes for Christmas! No smoker ever has too many. But which cigarette? Remember that the brand you give reflects your own good taste...your sense of discrimination. That's why we suggest Camels. They are made from finer, more expensive tobaccos than any other popular brand. They are the choice of distinguished men and women in every field of the social and business worlds. And their finer tobaccos bring that welcome "lift" in energy—that warm good cheer—which is after all—Christmas!

The 1-pound tin of mild, mellow "P. A." specially wrapped for Christmas.



**CAMELS**  
MADE FROM FINER, MORE  
EXPENSIVE TOBACCOS

The special Christmas package with four boxes of Camel "fifties"—just the inexpensive gift you have been wanting.



Ten packs of Camels—"twenties"—in their beautiful Christmas wrapper make a welcome gift for discriminating smokers.

● Is there a pipe smoker on your Christmas list? Then your problem's solved. He's made it easy. Give him long evenings of calm contentment. Give him the sheer joy of ripe, mellow tobacco—cool and mild and bite-less. Give him Prince Albert... "The National Joy Smoke." What a man spends his own money for is what he really likes. And more men spend their money for Prince Albert than for any other pipe tobacco.